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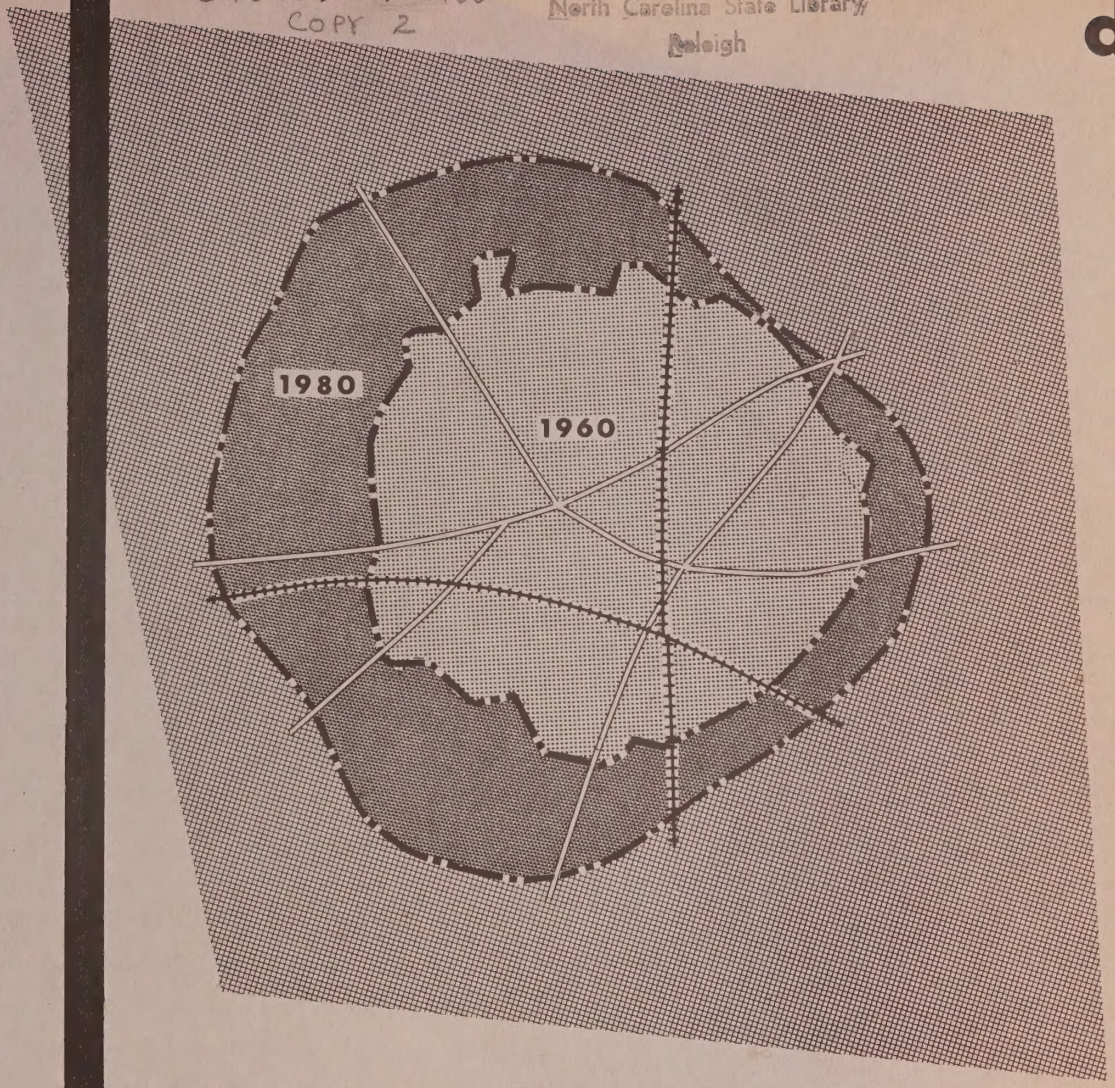

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A PRELIMINARY LAND DEVELOPMENT PLAN

N. JACK MAYNARD

CITY MANAGER
CITY OF WILSON
WILSON, N. C.

A PRELIMINARY LAND DEVELOPMENT PLAN

FOR

WILSON, NORTH CAROLINA

OCTOBER, 1960

This Report Was Prepared For

THE CITY OF WILSON, NORTH CAROLINA

MAYOR

JOHN D. WILSON

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Planning Project for the City of Wilson
Conducted by:

STATE OF NORTH CAROLINA
DEPARTMENT OF CONSERVATION AND DEVELOPMENT

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TABLE OF CONTENTS

		PAGE
Introduction		i
Chapter I	Existing Land Use	1
	Residential	2
	Commercial	8
	Industrial and Wholesale	9
	Cultural and Social	10
	Streets and Railroads	10
	Vehicular and Communication	11
	Vacant Land	11
	Central Business District	11
	Zoning and Land Use	14
Chapter II	Future Space Requirements	19
	General Location Requirements	20
	Industrial and Wholesale	21
	Commercial	24
	Residential	32
	Schools	
	Recreation	
Chapter III	The Plan	50
	Major Street Plan	50
	Land Use Plan	53
	Tools for Guiding Growth	55

LIST OF TABLES

Table 1	Existing Land Use Inside City	3
Table 2	Existing Land Use Outside City Limits	4
Table 3	Existing Land Use by Percent of Total Land and by Percent of Developed Land	5
Table 4	Dwelling Unit Count by Racial Occupancy and Quality	7

Table 5	Current Stock of Dwelling Units, Acreage in Residential Use and Net Densities by Planning Districts	34
Table 6	Derivation of Total New Dwelling Unit Requirements	36
Table 7	Estimated Distribution of Dwelling Unit Losses by Planning District, 1980	38
Table 8	Allocation of Total New Dwelling Unit Construction by Housing and Density Type and Total Acreage, 1980	39
Table 9	Total New Dwelling Units Distributed Among Planning Districts, 1980	40
Table 10	Approximate Distribution of Planning Area Population by Planning Districts, 1980	41
Table 11	1980 School Enrollment	46

FOLLOWS PAGE

LIST OF MAPS

Generalized Land Use Map	1
Planning District Map	1
Residential Density Map	5
Substandard Housing Map	7
Average Daily Traffic Map	11
C.B.D. Land Use Map	12
Preliminary Development Plan Map	50
Traffic Circulation C.B.D.	50

INTRODUCTION

A land-use plan for a city is an orderly and systematic guide for future growth--the letting out of seams, if you wish. A good land-use plan must fit the democratic ideal in that it should provide the greatest benefit for the most people. Like the democractic ideal, it does not pretend to please everyone in equal measure. The latter seems fair, for individuals are not always acutely aware of the common welfare as they pursue their various economic and social activities. Realistically, perhaps they cannot be expected to, for the immense complexity of modern life removes the individual farther and farther away from sight of the forest and more and more toward a view of the trees. In his hectic scramble to make a living, and to find time to live, he naturally tends to sieze opportunities where he finds them. When these random activities involve the use of land, the over-all result is likely to be similar to the fellow who paints himself into a corner of a room from which he cannot escape without ruining some of the fruits of his labor.

What is logically called for, then, is a comprehensive plan for the use of land; a plan that will almost automatically guide the individual's efforts toward order instead of confusion. The land-use plan purports to do just that. It recognizes the fact that the corporate community depends upon individual enterprise and that individual enterprise depends upon the corporate community. It should be a boon to the individual in that it says to him, in effect: "Go ahead and hustle as hard as you wish; here is a plan that will keep you and your fellow citizens from getting in one another's way, and one that will help make your accomplishments as successful and as lasting as possible." It should make the family, religious, recreational, educational, legal, and economic activities of a city work harmoniously in terms of spatial arrangement, thus, in the long run making more opportunities. If the proverbially industrious beaver instinctively uses an over all plan to insure the survival of the colony, certainly human beings need something far better.

Before this land-use plan was completed, the population and economy of the City of Wilson was studied and reported upon. The present situation and likely future development were examined in order to "fit" land use to the present community and to estimate what alterations and allowances for growth should be made. In January, 1960, a land-use survey was made in Wilson whereby every parcel of land in Wilson was classified according to the use then being made of it. The first section of this report presents the results of that survey.

The second section synthesizes the population and economic report plus the land use survey into a preliminary land development plan for the city. The land development plan has two major objectives:

1. To develop desirable relationships among the residential, commercial, recreational, educational, religious, governmental, (etc.) activities insofar as their location on land is concerned. Included here also is a major street system designed to move people from one area of the community to another as quickly as possible.
2. To forecast the amount of land needed by each type of activity when the city reaches a population of 45,000, an event which is expected to occur in 1980, assuming that past trends and present circumstances are indicative.

In sum, the two things involved here are amounts of land and location. This report represents a year and a half of work by the Planning Board. While the report was being prepared, the existing zoning ordinance was being revised to include the ingredients necessary for implementation of the land development plan.

HISTORICAL INTRODUCTION

The first residents of the area which is now Wilson were Indians who lived by hunting, fishing, and subsistance farming. The first white settlers were farmers of English stock, who migrated from Virginia around 1790.

The City of Wilson was created in 1849, six years before the creation of Wilson County. Two villages along the Atlantic Coast Line Railroad, Toisnot Depot and Hickory Grove, were incorporated January 29, 1849 as Wilson Town. The first town limits were one fourth mile each way from the B & N Woods Confectionary on the corner of Nash and Tarboro Streets.

The economy of Wilson has been centered around agriculture since the area was first settled. The first industry was established in the town in 1854 when the Hackney Brothers began manufacturing buggies. Until 1890 the leading crops were corn and sweet potatoes. The first tobacco was sold in Wilson on September 7, 1890. In 1877 there were only 17 acres of tobacco in the county. In 1958 there were 16,300 acres.

Wilson's growth since its early beginning has been steady with no outstanding boom period. Until 1890 the town was little more than a crossroads; the first tobacco was sold that year. Between 1890 and 1900 the Norfolk and Southern Railroad was built, linking Wilson with Raleigh and Norfolk. In 1860 the town's population was 960, in 1900 it was 3,525, in 1930 it was 12,613, and in 1960 according to preliminary census counts it was 28,578. The greatest increase in population during any decade since 1850 occurred between 1930 and 1940 when the population increased by 6,621 people. It is interesting to note this decade experienced the great depression yet it was the period of greatest population growth in Wilson.

Wilson's geographical location in the Coastal Plain section of North Carolina has been both an advantage and a disadvantage. Since the city's conception its economy has been

dependant upon agricultural products stemming from an unlimited supply of rich, fertile soil. This natural resource was sufficient in the past, and balancing types of economic activity other than agriculture have been neglected. If Wilson should decide that it wants to compete economically with piedmont North Carolina Cities, then economic diversification is mandatory.

Physiographically, Wilson County is an almost level plain in which many streams have worn narrow and comparatively shallow valleys. Throughout the greater part of the county the land is undulating or gently rolling. The drainage water for most of the County finds an outlet through Contentnea Creek and Toisnot Swamp and their tributaries.

Wilson's average annual rainfall is approximately 48 inches and the average annual temperature is approximately 60 degrees. The growing season usually extends from the first week in April to the first week in November. Altogether there are 25 soil types within the County, which were largely developed under forest cover. Norfolk sandy loam is the predominate soil of the county.

CHAPTER I

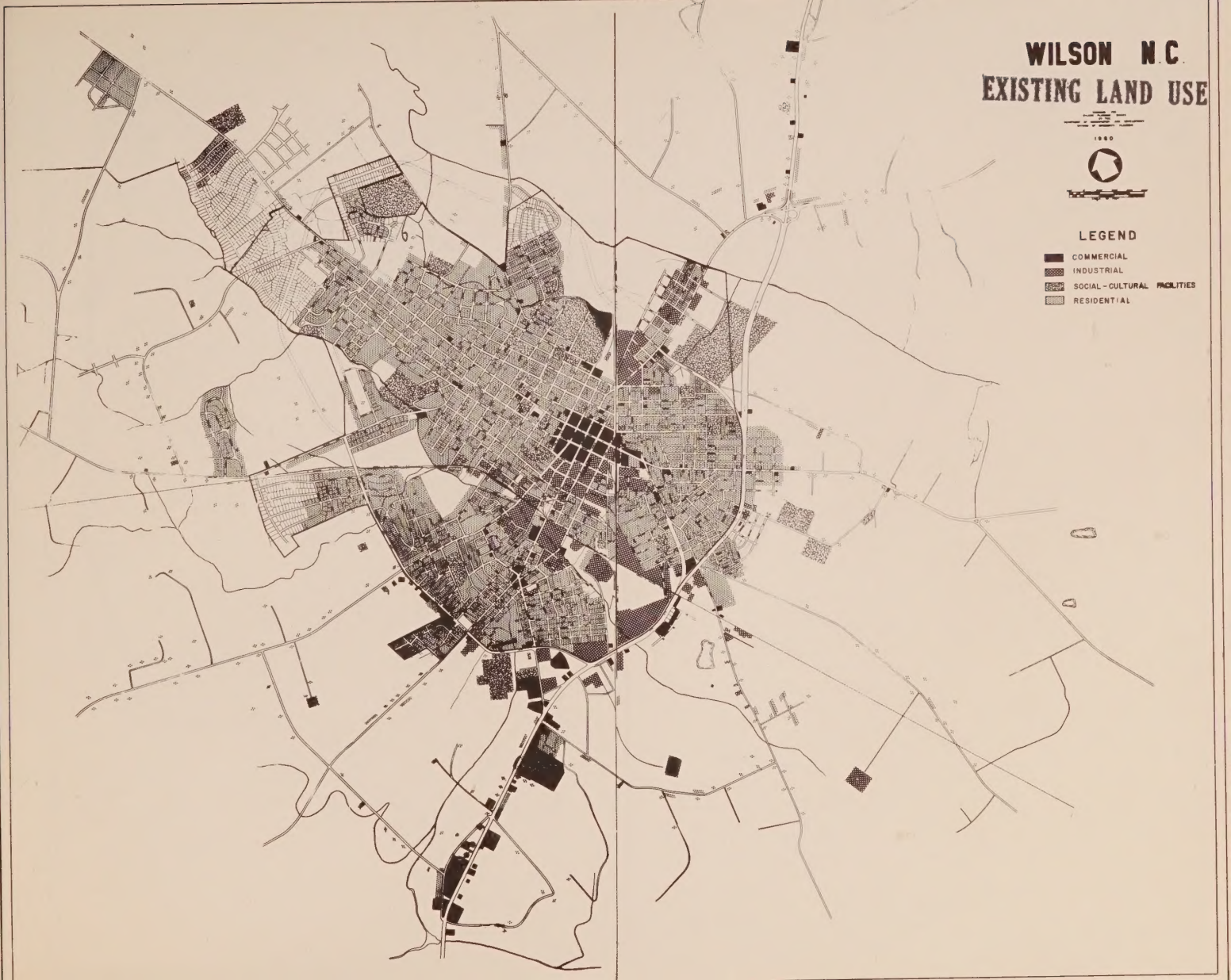
EXISTING LAND USE

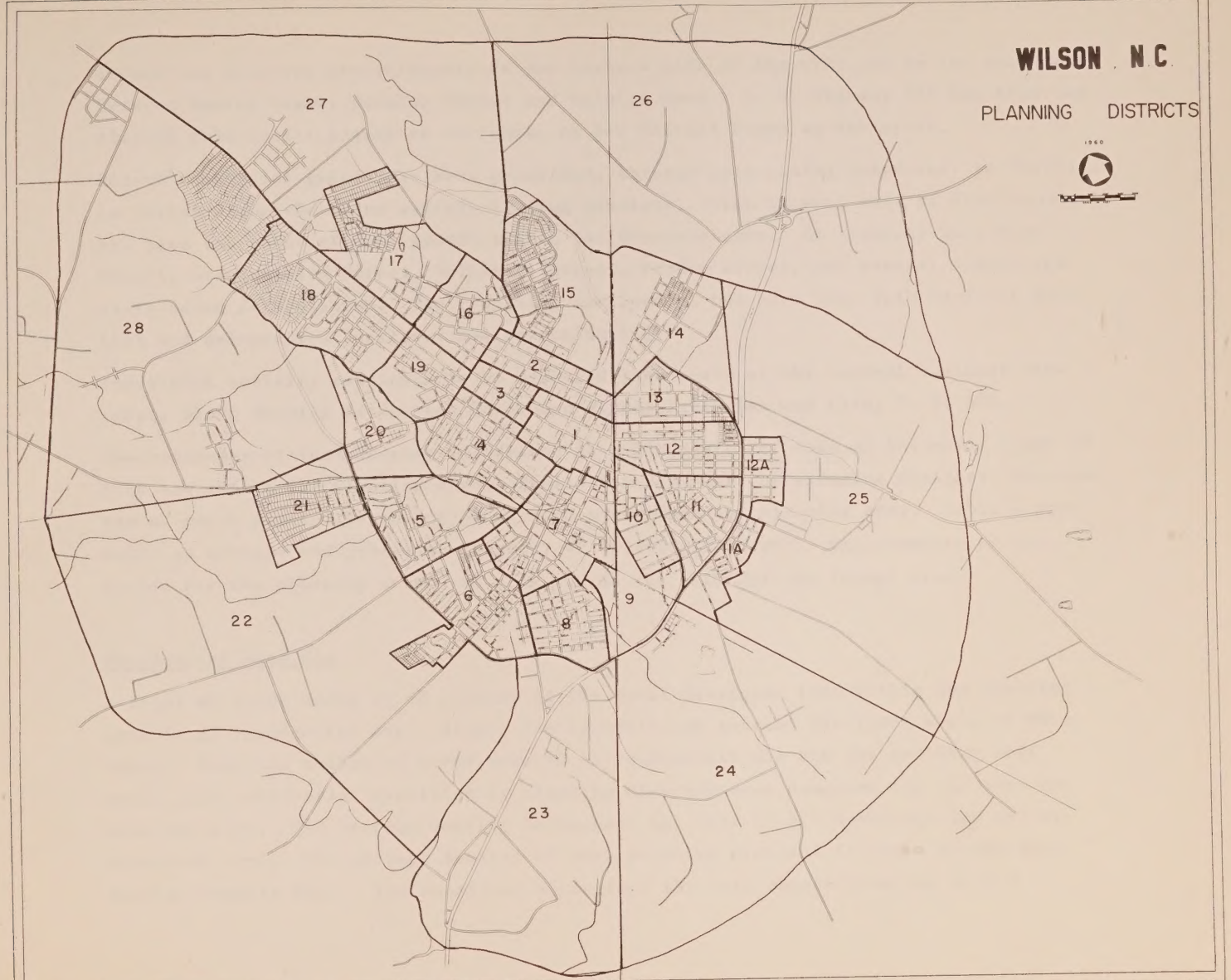
In January a detailed land use survey was conducted and the use of every parcel of land within the community was recorded. The complexity of this map makes it impractical to include within this report. Instead, a generalized map showing the land use pattern was prepared. This map is shown on the following page. In addition to the land use survey, each residential structure was assigned a letter grade denoting the general quality of its exterior appearance. Grade assignments ranged from A through E. Any residence which received a grade of D or E was classified as substandard. The racial occupancy of each dwelling within the City was also recorded.

While completing the land use survey, a general understanding of the physical structure of the community was acquired. Based upon this impression and discussion with Planning Board members, a line encircling the area likely to be developed during the twenty-year planning period was drawn on a map of the community. This area is referred to as the planning area in this report and all statistical data included relates to it.

The planning area was further divided into planning districts. These districts were delineated for analytical purposes and the boundaries of each district were drawn so as to reflect residential neighborhoods and other functional areas of the community. The planning area was divided into 30 planning districts. Districts 1 through 21 are located within the present city limits. Districts 11A, 12A and 22 through 28 are located outside of the city. Throughout the remainder of the report, the districts outside the city limits will be referred to as the fringe area. A map of the planning area with planning districts delineated is shown below.

The generalized land use map indicates the existing pattern of land development within the planning area. The compact nature of past development is indicated with the city limits reflecting the urban area in almost every instance. Residential growth within the past


WILSON N.C.
EXISTING LAND USE
1960
LEGEND
COMMERCIAL
INDUSTRIAL
SOCIAL-CULTURAL FACILITIES
RESIDENTIAL


WILSON . N.C.
PLANNING DISTRICTS
1960
27
26
28
17
18
16
15
14
19
2
3
13
20
4
1
12
12A
21
5
7
10
11
25
11A
6
9
22
8
24
23

decade has occurred predominantly on the western side of the city and on the southwest between Hominy Swamp, Downing Street and Raleigh Road. U. S. Highway 301 has thus far limited residential growth on the east, as has Toisnot Swamp on the north.

Recent commercial growth has been permitted, through poor zoning practices, to develop in strips along the major streets leading downtown. Nash Street, west of Pine Street, has been the scene of most growth within the downtown area. At present, East Nash Street, Stantonsburg Street, Goldsboro Street, Pender Street, and several others are strip zoned for business. The resulting development has been poor with marginal business and delapidated dwellings now predominating.

Industrial activity continues to be centered just south of the central business district, along Herring Street and Goldsboro Street Extension and along U. S. 301.

The remainder of this Chapter is devoted to a discussion of each of the major types of land use within the planning area. Tables 1 and 2 show, by planning district, the number of acres devoted to each type of land use within the planning area. Table 3 presents an acreage and percentage summary of existing land use. This summary is presented for the planning area, the area inside the city, and the fringe area.

Residential Land Use

A total of 2,106 acres or 46 percent of the total developed land within the planning area is in residential use. Single family dwellings account for 1,962 acres of this total. From the number of acres devoted to residential use and the dwelling unit count, net residential densities by planning district were computed for the area inside the city. The average density throughout the city is 5.3 dwellings per net residential acre. The average density of each planning district is shown on the Residential Density Map. The densities throughout the city ranged from one to 2.9

TABLE 1.
EXISTING LAND USE INSIDE CITY LIMITS

PLANNING DISTRICTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total
TOTAL RESIDENTIAL	38.5	62.4	38.7	102.8	100.5	132.5	72.0	74.7	3.2	40.1	76.3	85.5	40.7	26.6	71.3	97.2	47.9	121.1	68.1	38.6	47.3	1386.0
Single family	27.9	51.5	31.1	91.0	99.2	130.6	61.0	71.6	2.5	30.8	63.4	76.6	36.3	25.8	67.3	82.6	46.8	120.5	66.8	38.6	47.3	1269.2
Two family	8.5	8.4	2.5	9.0	1.3	1.4	10.8	2.7	0.1	8.4	10.6	8.3	4.4	0.6	2.8	2.1	1.1	.6	1.3			84.9
Three family	.5	.6	.9	2.1		0.5		.4		0.3	1.1	0.5			0.6							7.5
Four or more	.3	1.3	1.0	.3			0.2		0.6	0.6	1.2			0.2	0.3	12.2						18.2
RH, BH, FH	1.3	.6	3.2	.4								0.1			0.3	0.3						6.2
TOTAL INDUSTRIAL	4.6			3.4	0.8	1.7	33.1	2.2	47.1	12.7	1.4	0.6	2.1	28.0	0.8							138.5
Durable mfg.				1.2		1.5			11.0					19.3								33.0
Non durable mfg.	0.5						1.0		13.6		1.2	0.6			0.8							17.2
Tobacco Pro. mfg.	2.4						12.1		4.2	2.8												22.1
Industrial Service	1.7			2.2	.8	0.2	19.9	2.2	18.3	9.9	0.2		2.1	8.7								66.2
TOTAL RETAIL COMMERCIAL	18.6	2.1	1.9	3.3	1.6	1.0	6.3	0.5	4.5	2.8	4.9	1.3	3.1	1.7	0.8	1.4	0.2	0.9	10.0	0.6	0.3	67.8
Primary trade	4.3		0.5	0.3	0.5	0.2	1.3				0.6	0.3	0.3									8.3
Secondary trade	9.7	1.4	1.0	1.0	0.7	0.5	3.8	0.3	4.5	1.8	2.4	0.5	2.4	1.3		1.1		0.8	10.0		0.3	43.5
Convenience trade	4.6	0.7	0.4	2.0	0.4	0.3	1.2	0.2		1.0	1.9	0.5	0.4	0.4	0.8	0.3	0.2	0.1		0.6		16.0
WHOLESALE TRADE	1.2			4.4		0.4	3.9	1.5		1.1	0.2			2.3		0.2						15.2
TOBACCO WAREHOUSES	2.0			1.0			31.6	13.1	23.5													71.2
TOTAL SERVICES	9.2	0.9	0.7	0.7	0.1	2.8	4.5	0.8	0.5	0.3	1.1	0.9	2.4	1.0	11.4	0.2	0.2			0.6		38.3
Personal & Amusement	5.0	0.6	0.4	0.4		1.8	1.1				0.3	0.3	0.6	0.4	0.6		0.2			0.3		12.0
Repair Service	1.3	0.3	0.3		0.1	0.2	1.2	0.4	0.5	0.3	0.2	0.5	0.2	0.3		0.2						7.3
Admin. & Finance	2.9			0.3		0.8	2.2	0.4			0.6	0.1	0.6	0.3	10.8					0.3		19.3
TOTAL CULTURAL & SOCIAL	10.0	15.5	3.6	13.0	0.6	18.0	3.1	1.0		4.9	1.2	6.5										263.6
Education	3.2	12.0	0.3	10.1		4.5	1.4			3.3		5.6	3.3	1.2	0.6		8.8					54.2
Recreational-Public	0.3	2.4		2.3	12.9								3.3	2.7	2.8			6.4	20.0	8.2		61.3
Institutional &Religious	6.5	1.1	3.3	0.6	0.6	0.6	1.7	1.0		1.5	1.2	0.5	2.0	61.5	46.5	13.3	0.6		4.4			148.1
VEHICULAR & COMMUNICATION	1.3			0.3				0.3						1.9								3.8
RAILROADS	3.1			6.3	1.8		16.6		9.9					6.7	6.0					5.5	8.7	64.6
STREETS	41.6	34.7	18.6	54.6	41.0	64.3	61.9	33.4	17.7	24.4	47.9	40.9	31.0	38.6	46.3	36.5	39.3	81.3	30.8	21.0	25.5	837.3
TOTAL DEVELOPED LAND	136.1	115.6	63.5	189.8	146.4	220.7	233.0	127.5	106.4	86.3	133.0	135.7	87.9	172.2	186.5	149.4	97.0	209.7	133.3	74.5	81.8	2886.3
Vacant land	16.7	2.2	1.2	55.6	83.2	40.7	46.2	23.2	49.7	18.3	21.2	9.4	31.4	160.4	170.2	29.8	158.2	139.2	16.7	96.5	110.5	1280.2
TOTAL AREA	152.8	117.8	64.7	245.4	229.6	261.4	279.2	150.7	156.1	104.3	154.2	145.1	119.3	332.6	356.7	179.2	255.2	348.9	150.0	171.0	192.3	4166.5

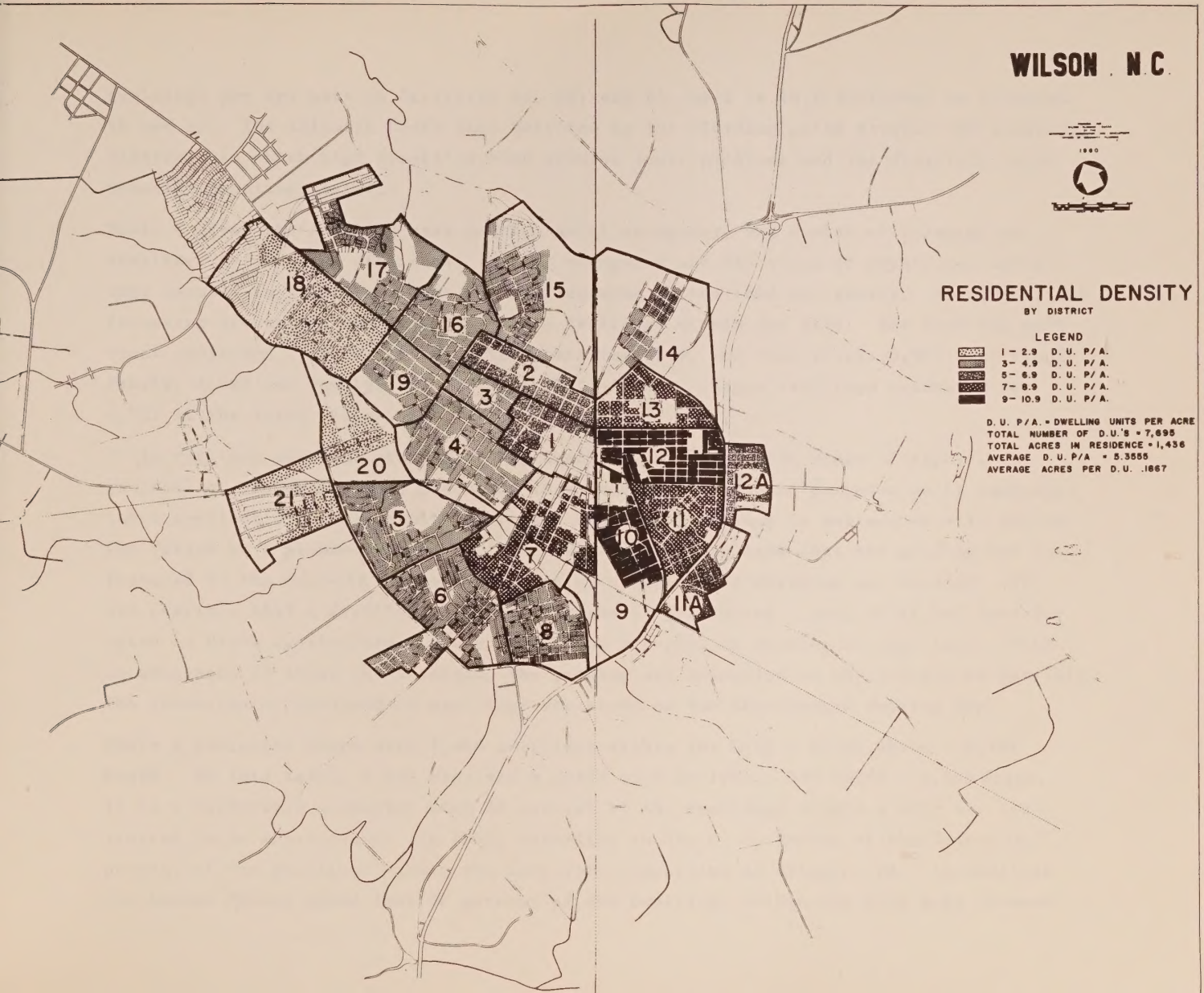
TABLE 2. EXISTING LAND USE OUTSIDE CITY LIMITS

PLANNING DISTRICTS	11A	12A	22	23	24	25	26	27	28	Total
TOTAL RESIDENTIAL	20.1	28.9	80.0	92.0	75.0	59.0	96.0	62.0	207.0	720.0
Single family	18.0	25.6	78.0	89.0	73.0	56.0	94.0	56.0	204.0	693.6
Two family	2.1	3.3	2.0	3.0	2.0	3.0	2.0	6.0	3.0	26.4
Three family										
Four or more										
RH, BH, FH										
TOTAL INDUSTRIAL	2.5	1.0	4.4	7.0	11.5	1.3	1.8			29.5
Durable mfg.				1.0			1.2			2.2
Non durable mfg.	2.1	1.0			8.2					11.3
Tobacco Pro. mfg.										
Industrial Service	0.4		4.4	6.0	3.3	1.3	0.6			16.0
TOTAL RETAIL										
COMMERCIAL	1.4	1.8	2.6	15.6	7.2	11.9	7.1	1.6	1.1	50.3
Primary trade	0.3	0.5	0.5				1.1	0.6		3.0
Secondary trade	0.5	1.0	1.5	13.2	6.6	11.5	5.6		0.7	40.6
Convenience trade	0.6	0.3	0.6	2.4	0.6	0.4	0.4	1.0	0.4	6.7
WHOLESALE TRADE	1.6			6.3	3.2				0.6	11.7
TOBACCO WAREHOUSES	4.3		3.8	6.6						14.7
TOTAL SERVICES	0.2		6.3	75.6	0.3	1.2	3.9	0.3	0.6	88.4
Personal &										
Amusement	0.2		0.6	64.6	0.3		3.3	0.3	0.6	69.9
Repair Services			5.5	1.1		1.0	0.6			8.2
Admin. & Finance			0.2	9.9		0.2				10.3
TOTAL CULTURAL &										
SOCIAL	0.5		20.4	15.0		70.5	11.8	66.0	1.0	185.2
Educational								48.4		48.4
Recreational-Public				9.9		11.4	10.8			32.1
Institutional & Rel	0.5		20.4	5.1		59.1	1.0	17.6	1.0	104.7
VEHICULAR &										
COMMUNICATION				3.2	10.5		0.3			14.0
RAILROADS			7.8	13.6	4.5		6.0		11.3	43.2
STREETS	23.1	18.7	56.4	70.1	35.2	63.0	86.3	60.7	122.7	536.2
TOTAL DEVELOPED LAND	53.7	50.4	181.7	305.0	147.4	206.9	213.2	190.6	344.3	1693.2
Vacant land	38.8	18.8	2411.3	947.5	1323.8	1739.4	2059.4	1335.3	2160.3	12034.6
TOTAL AREA	92.5	69.2	2593.0	1252.5	1471.2	1946.3	2272.6	1525.9	2504.6	13727.8

TABLE 3. EXISTING LAND USE BY PERCENT OF TOTAL LAND AND BY PERCENT OF DEVELOPED LAND

Type of Use	Total Planning Area			Inside City Limits			Outside City Limits		
	Acres	% of Total Land	% of Dvlp'd Land	Acres	% of Total Land	% of Dvlp'd Land	Acres	% of Total Land	% of Dvlp'd Land
Total Residential	2,106.0	11.8	46.0	1,386.0	33.3	48.0	720.0	5.2	42.5
One family	1,962.8	11.0	42.8	1,269.2	30.5	44.0	693.6	5.1	41.0
Two family	11.3	0.6	2.5	84.9	2.0	3.0	26.4	0.1	1.5
Multi-family	31.9	0.2	0.7	31.9	0.8	1.0			
Retail Business	118.1	0.7	2.5	67.8	1.6	2.3	50.3	0.4	3.0
Primary trade	11.3	0.1	0.2	8.3	0.2	0.3	3.0	0.1	0.1
Secondary trade	84.1	0.5	1.8	43.5	1.0	1.5	40.6	0.3	2.5
Convenience trade	22.7	0.1	0.5	16.0	0.4	0.5	6.7	0.1	0.4
Wholesale Business	26.9	0.1	0.6	15.2	0.4	0.5	11.7	0.1	0.7
Industrial	168.0	0.9	3.7	138.5	3.3	4.8	29.5	0.2	1.7
Tobacco Warehouses	85.9	0.4	1.8	71.2	1.7	2.5	14.7	0.1	0.9
Total Services	126.7	0.7	2.7	38.3	0.9	1.3	88.4	0.6	5.2
Total Cultural & Soc.	448.8	2.5	9.9	263.6	6.3	9.2	185.2	1.3	10.9
Vehicular & Communication	17.8	0.1	0.4	3.8	0.1	0.1	14.0	0.1	0.8
Railroads	107.8	0.6	2.4	64.6	1.6	2.3	43.2	0.3	2.6
Streets	1,373.5	7.7	30.0	837.3	20.0	29.0	536.2	3.9	31.7
Total Developed Land	4,579.5	25.5	100.0	2,886.3	69.2		1,693.2	12.3	
Vacant Land	13,314.8	74.5	--	1,280.2	30.8		12,034.6	87.8	
Total Land	17,894.3	100.0	100.0	4,166.5	100.0	100.0	13,727.8	100.0	100.0

WILSON . N.C.



RESIDENTIAL DENSITY
BY DISTRICT

LEGEND

	1 – 2.9 D. U. P/ A.
	3 – 4.9 D. U. P/ A.
	5 – 6.9 D. U. P/ A.
	7 – 8.9 D. U. P/ A.
	9 – 10.9 D. U. P/ A.

D. U. P/A. = DWELLING UNITS PER ACRE
TOTAL NUMBER OF D.U.'S = 7,695
TOTAL ACRES IN RESIDENCE = 1,436
AVERAGE D. U. P/A = 5.3555
AVERAGE ACRES PER D.U. .1867

dwellings per net acre in Districts 18, 20, and 21, to 9 to 10.9 dwellings in Districts 10 and 12. The Atlantic Coast Line Railroad is the dividing point between the planning districts in which high densities have created acute problems and the districts where feasible densities exist.

Table 4 gives the dwelling unit count, racial occupancy, and number of dilapidated dwellings by planning districts. Racial occupancy and the state of repair for dwellings located in the fringe area were not recorded in the land use survey. Therefore, the following discussion concerns only those dwellings within the city. The dwelling unit count indicated 7,406 dwelling units within the city. Of this total, 5,924 were single family, 1,025 two family, and 457 were multi-family. Negro dwellings accounted for 2,701 of the total number.

It is realized that the grading of any dwelling unit as to its state of repair, is subjective. However, this procedure is valuable for planning purposes as it indicates those sections of the community where the quality of housing is not now or will not in the future be a pleasant place to live. Also, it is realized that the grading was influenced by the over-all environment in which a particular dwelling was located. It was possible that a dwelling receiving a grade of C in Block 1 may, if it had been located in Block 2, received a grade of D. The reverse, of course, is also true. With an awareness of these shortcomings, the grading was attempted as objectively as possible. The locations of substandard dwellings are shown on the Substandard Housing Map.

Table 4 indicates there were 7,406 dwellings within the City - 4,705 white - 2,701 Negro. Of this total, 2,901 received a grade of D or less - 549 white - 2,352 Negro. It is a deplorable situation when 39 percent of the dwellings within a city are considered to be substandard. In 1950, according to the U. S. Bureau of the Census 19.7 percent of the dwellings within the City were classified as dilapidated. In addition the Census Bureau noted that 50 percent of the dwellings within the City were without

TABLE 4. DWELLING UNIT COUNT BY RACIAL OCCUPANCY AND QUALITY

Planning District	Total Dwellings	White Dwellings	Negro Dwellings	Total No. Delapidated	White Delapidated	Negro Delapidated
1	266	266	0	46	46	0
2	439	439	0	62	62	0
3	147	147	0	6	6	0
4	513	295	218	277	77	200
5	388	369	19	36	17	19
6	630	630	0	62	62	0
7	587	216	371	410	91	319
8	369	364	5	32	27	5
9	36	0	36	19	0	19
10	427	0	427	414	0	414
11	615	0	615	565	0	565
12	900	0	900	729	0	729
13	293	183	110	200	118	82
14	121	121	0	15	15	0
15	307	307	0	16	16	0
16	472	472	0	9	9	0
17	162	162	0	1	1	0
18	360	360	0	2	2	0
19	208	208	0	0	0	0
20	66	66	0	0	0	0
21	100	100	0	0	0	0
Total Inside City	7,406	4,705	2,701	2,901	549	2,352
11A	128		128	126	0	126
12A	161		161	148	0	148
22 /1	85			23		
23	97			58		
24	76			59		
25	63			42		
26	101			54		
27	69			18		
28	211			21		
Total Outside City	991			549		
GRAND TOTAL	8,397			3,450		

1/ Racial occupancy not obtained for Planning Districts 22-28.

WILSON . N.C.
SUBSTANDARD HOUSING
1960

WILSON . N.C.

SUBSTANDARD HOUSING

1960

hot and cold running water. The dilapidated dwellings are concentrated most heavily in the planning districts east of the Atlantic Coast Line Railroad. However, in Planning District 7 west of the Railroad, 410 of the 587 dwellings were considered to be dilapidated. The only other high concentration of dilapidated dwellings west of the Railroad was in Planning District 4. This pocket of blighted residences equals the worst slums within the city. Planning Districts 9, 10, 11 and 12 represent millions of dollars in expenditures if they are ever to be anything other than slums. It is doubtful that anything less than total clearance of a majority of the dwellings can return this section of the city to an environment fit for human habitation.

The fringe area contains 991 dwellings, of which 899 are single family. Excluding Jenning's Acres, Newton Park, and Planning Districts 11A and 12A the great majority of these dwellings are farm places.

Commercial Land Use

A total of approximately 245 or 5.2 percent of the total developed land within the planning area is in commercial use. Of this total, 27.8 acres are located within the central business district. The retail commercial uses and service uses shown on Tables 1 and 2 are included within the commercial classification. The classification is composed of the following types of commercial uses.

> PRIMARY RETAIL: Retail activities requiring a regional trade area and catering to individuals doing comparison shopping. The primary retail establishments generally fall into two categories, those that are dominant to the retail area such as department stores, and those that are dependent upon a location adjacent to or in close proximity to the dominant activities, such as clothing, apparel, shoe and specialty stores.
>
> SECONDARY RETAIL: Retail activities which are dependent upon a regional trade area but which can exist in independent locations. These establishments generally sell "hard goods" such as appliances, furniture, farm equipment, automobiles, boats, etc.

CONVENIENCE RETAIL: Retail establishments merchandising goods commonly referred to as "convenience goods" such as foods, drugs, and gasoline. Such retail activities are not normally dependent upon a regional trade area.

PERSONAL AND AMUSEMENT SERVICES: Establishments providing services pertaining to the person or to his apparel, personal effects and entertainment.

REPAIR SERVICES: Establishments which restore to working order man's mechanical belongings such as auto repair, appliance repair and office equipment repair.

ADMINISTRATIVE AND FINANCIAL SERVICES: Establishments performing administrative functions such as Federal, state and local government offices and establishments engaged in providing monetary and specilalized professional knowledge (except medical) to the community.

Commercial uses outside of the central business district total 217 acres. For the most part these uses are stripped out along major traffic arteries. U. S. Highway 301, south of the city, has had its traffic capacity reduced by the large number of business establishments along its frontage. Planning District 23, which contains Highway 301 south, contains 88 acres of commercial land. The effect of the large amount of highway businesses abutting, U. S. 301 will no doubt force its relocation in the foreseeable future. The remaining 129 acres of commercial use outside of the central business district are located along major streets within the city. Goldsboro Street has the greatest percentage of this 129 acres.

Industrial and Wholesale Land Use

There are 280 acres of land devoted to industrial and wholesale activities within the planning area. This accounts for 6.1 percent of the total developed land within the planning area. Of the total 280 acres, 168 acres are devoted to industry, 86 acres to tobacco warehouses, and 26 acres to other wholesale activities.

Industrial uses are centered in Planning Districts 7, 9, and 14. Planning District 7 contains a mixture of industries, tobacco warehouses, and dilapidated dwellings. The

land within this district is ideally suited for industrial purposes, but thus far it has not been used to its greatest potential. It contains the greatest number of tobacco warehouses and, therefore, throughout much of the year has a "ghost town" appearance. Wholesale activities, other than tobacco, are scattered throughout the eastern part of town with Planning District 23 containing the greatest concentration.

Cultural and Social Land Use

There is a total of 448 acres or 10 percent of the total developed land within the planning area devoted to cultural and social activities. Included within this classification are schools, hospitals, cemeteries, churches, and public recreation areas. Wilson has a greater percentage of its developed area devoted to these uses than do most other cities of a similar size. These facilities are located throughout the city with Planning Districts 14, 15, 25, and 27 containing the majority of such land. The cemetery in Planning District 15 serves as an effective buffer between the industrial uses along the railroad and the residences within the area.

Streets and Railroad Land Use.

There are 1,481 acres or 32 percent of the total developed land within the planning area devoted to streets and railroads. Of this total, 137 acres or 30 percent of the developed land within the planning area is devoted to streets and 107 acres or 2 percent to railroads. It is a rule of thumb that if more than 25 percent of the developed area of a community is devoted to streets, then its land is not being utilized properly. Within the city limits, 29 percent of the developed land is devoted to streets. There are 102.6 miles of streets within the city limits, of which 88.3 miles are maintained by the city and 14.2 miles are state maintained. Of the 102.6 miles, 76.6 miles have a hard surface, 23.9 miles have either a soil, stone or gravel type surface, and 2.1 miles are unsurfaced dirt or clay.

Average daily traffic counts were available for the state maintained streets in the community. The results of these counts for 1958 are shown in the Average Daily Traffic Map. U. S. 301 had the highest volume of daily traffic in 1958 with approximately 10,000 vehicles per day on some parts of it. Of the streets inside the city, Nash and Goldsboro Streets had the highest volumes. Since 1958 there has been no obvious reason for any change to have occurred in the relative traffic volumes on these streets.

Vehicular and Communication Land Uses

There are 17 acres or 0.4 percent of the developed land within the planning area devoted to vehicular and communication uses. Included within this classification are such uses as freight yards, railroad stations, and radio and television towers.

Vacant Land

Wilson is blessed with almost an unlimited supply of level, well drained, vacant land. Within the planning area 13,314 acres or 75 percent of the total land area is vacant. Since development in the past has occurred in a concentric pattern, a plentiful supply of industrial land with rail and/or highway access exists on all sides of the city.

Within the city thirty percent (1,280 acres) of the total land is vacant or undeveloped. The supply of land suitable for industrial purposes within the city is limited to several large tracts along the ACL and Norfolk and Southern Railroads. Vacant land suitable for residential development exists in Planning Districts 17, 18, 20, and 21.

The only vacant land within the planning area not suitable for some type of development is the low, swampy land along Toisnot Swamp. Other low areas do exist, but they are relatively small and can be integrated into either residential or industrial development.

Central Business District Land Use

The central business district (CBD) is the focal point of today's cities. Its health

WILSON N.C.
AVERAGE DAILY TRAFFIC
1960
LEGEND
1000
2500
5000
7500
10,000
CARS PER DAY

vitality, and ability to function as the city's heart, directly or indirectly, affects a majority of the other activities within the city. The central business district as it is known today, had its beginnings in primitive societies as the tribal meeting place for religious and political activities. Population increase and society's increasing complexity, subsequent to early times, made man more dependent on his neighbor to help furnish his basic needs. Consequently the meeting place, where all people were likely to be at one time or another, became the logical place for the exchanging of goods and services. As population increased commercial activity began to overshadow other activities with today's central business district as the result. The trend now in the larger cities has moved to the point where subcentral business districts have been created.

Wilson's central business district extends along Nash, Greene and Barnes Streets from the Atlantic Coast Line Railroad to Pine Street. This area represents the core of downtown Wilson. There are several commercial uses west of Pine Street on Nash Street, but as yet this area is not developed intensely enough to be considered as part of the core. The concentrated Negro commercial development east of the ACL Railroad does not function as part of the central business district; therefore, it is not included within its boundaries.

The Existing Land Use Map for the CBD indicates the present pattern of development. As was pointed out earlier, retail activities were classified as either primary, secondary, or convenience. Within the CBD the primary retail uses are concentrated along Nash Street between Douglas and Pine Streets and along South Tarboro Street. Secondary trade is scattered throughout the CBD with the greatest concentration occurring east of Goldsboro Street. Establishments handling convenience type goods are also dispersed throughout the area. Except for drug stores; these uses do not normally operate profitably in the central business district.

WILSON

NORTH CAROLINA

1960

W. GREEN ST.
W. NASH ST.
PARK AVE.
S. JACKSON ST.
BROAD ST.
MOSS ST.
W. KENAN ST.
S. PINE ST.
N. PINE ST.
N. TARBORO ST.
E. ST.
E. GREEN ST.
N. GOLDSBORO ST.
E. NASH ST.
W. BARNES ST.
E. BARNES ST.
S. GOLDSBORO ST.
SOUTH ST.
E. KENAN ST.
S. TARBORO ST.
N. DOUGLAS ST.
S. DOUGLAS ST.
N. LODGE ST.
S. LODGE ST.
N. RAILROAD ST.
N. PETTIGREW ST.
E. NASH ST.
SMITH ST.
PENDER ST.
S. PETTIGREW ST.
E. BARNES ST.

NORTH

C.B.D.

EXISTING LAND USE

LEGEND

- PRIMARY TRADE
- SECONDARY TRADE
- CONVENIENCE TRADE
- WHOLESALE TRADE
- PERSONAL & AMUSEMENT
- CULTURAL & SOCIAL
- ADMINISTRATIVE & FINANCE
- LIGHT INDUSTRIAL

Offices for administrative and financial purposes are concentrated at the intersection of Nash and Goldsboro Street. The primary exceptions to this are the telephone building and Post Office.

Examination of the Generalized Land Use Map indicates that future growth of primary activities in the downtown area is generally limited to a westward direction. The tobacco warehouse district on the south, the ACL Railroad and slums on the east, and the profusion of churches and clinics on the north limit growth in these directions. This could result in serious consequences for Downtown if primary uses are allowed to extend too far out Nash Street. It is mandatory that downtown commercial activities be located in a tight pattern. The close grouping of retail uses is necessary for the pedestrian doing comparison shopping. Also, the commercial uses that draw their trade from the traffic generated by the primary uses depend upon a tight pattern for survival.

The location of primary retail uses west of Pine Street will mean that less shoppers will have a need to enter the older section of downtown east of Douglas Street. This, plus the fact that the great majority of the shoppers already live west of downtown, could mean the creation of a dead space between the ACL Railroad and Douglas Street. There are several courses of action which could be used to combat such an event. First, the area east of Douglas Street could be renewed and made more attractive to the shoppers. Secondly, through the use of zoning, the central business district could be stablized to include only enough land necessary to serve the trade area population. This would require the renewing of older sections of downtown rather than allowing tenants to abandon their worn-out structures to permanent vacancy or lower order uses.

Another event of major importance to downtown is that Wilson has now reached a population size capable of supporting outlying shopping facilities providing more than just convenience goods. When such facilities are constructed, downtown will not only have to compete with nearby towns for the shopper's dollar but also with shopping centers capable of

offering many of the same services that only downtown now offers. Such centers will be planned and built so as to offer every convenience required of modern retailing activities, including easy access, plenty of parking, and building arrangement designed to make shopping easy. The advent of these facilities will mean that merchants downtown will have to offer the shopper even more inducements in order to compete favorably for his dollar. These inducements must include better traffic circulation, more properly located parking, renewal of worn out buildings, the "cleaning up" of periphery areas around downtown, and more and better stores in which to shop.

Zoning and Land Use

Wilson's zoning ordinance, adopted in 1951, is the principal means by which the City guides land development. This ordinance provides for six districts, three residential, two commercial and one industrial.

The present zoning ordinance has several major shortcomings. First, it only recognizes the integrity of the residential areas of the community. The regulations of the six districts are arranged so that all of the uses permitted in the residential districts are permitted in the commercial and industrial districts. A home located next to a commercial or industrial use feels its blighting effects regardless of what district it happens to be in. Likewise, homes break up the continuity of commercial and industrial areas and render them unsuitable for future development. After such areas are subdivided into residential lots, it is almost impossible to ever reassemble the land in large enough tracts suitable for business development. Comparison of the Zoning Map and the Substandard Housing Map reveals that much of the area zoned industrial and commercial in Wilson is really nothing more than an area of substandard housing.

An analysis of the amount of land zoned for commercial and industrial purposes as compared with the amount actually devoted to each reveals the second major shortcoming

of the present zoning ordinance. The breakdown below indicates the excessive amount of land zoned for each use.

ZONE	AREA ZONED/1	PERCENT OF TOTAL CITY AREA	AREA DEVOTED/1 TO USE	PERCENT OF TOTAL CITY AREA
Commercial	350.0	8.4	106.1	2.5
Industrial	609.9	14.6	224.9	5.4

1/ Excluding Streets.

As can be seen by the above breakdown, commercial activity could expand over three hundred percent without having to zone additional land for its expansion. Industrial uses could expand by slightly less than three hundred percent without requiring additional zoning.

Over zoning for commercial and industrial uses is a common practice in many cities. Many property owners along major streets and in substandard housing areas feel that if their land is zoned for business or industry its value will be increased. Past experience in Wilson and other cities reveals that this is true in only a small number of instances. The usual result is that such land areas are not developed for business purposes and their value for other purposes is also destroyed. This is not to imply that it is bad to zone for industrial use vacant land which is suitable for industrial development, provided the land is kept open for industrial use and is not permitted to be built up in substandard residences.

When unnecessary over zoning for business or industry occurs it tends to create dead space which, if residential at the time, may be allowed to deteriorate. There is little incentive to maintain residential property in an area zoned for business or industry. In addition, excessive business zoning permits new business and existing businesses in worn out buildings to develop new locations outside of the present commercial areas,

thereby leaving behind old, outmoded, deteriorating buildings. In downtown Wilson it is quite obvious that the best stores are moving westward and leaving behind substandard areas which will someday require the expenditure of public funds to renew. For these reasons alone, it is a good policy to keep the amount of land zoned for commercial and industrial use limited to an amount which can reasonably be expected to develop within the foreseeable future.

The third major shortcoming of zoning in Wilson is commonly described as "strip zoning". This term refers to the practice of zoning frontage along major streets and highways for business. It is recognized that in order for a commercial establishment to exist and make money, it must be easily accessible to its customers or patrons. It is also recognized that to meet this requirement a business must be located in close proximity to a major street. In Wilson, as in most other cities, there are two patterns of commercial zoning which will meet this requirement. The advantages of one method far exceed those of the other. The first pattern and the one used in Wilson in the past is to zone the great majority of the frontage along major streets commercial. In substandard areas the total major street frontage is so zoned. Because of the limited demand for commercial space this practice has resulted in commercial development of corner properties, causing unsightly blight to intervening properties. The present commercial zoning along East Nash and Goldsboro Streets furnishes an example of the development pattern which occurs when a major street has its entire frontage zoned commercial. The mixture of residential and commercial uses on these streets is typical of all other "strip zoned" streets in the city.

The second pattern of commercial zoning which encourages concentrations of commercial development at selected optimum locations has the advantages of being a far more satisfactory and convenient arrangement for both merchants and customers; and of providing for a separation of the shopping function from the movement of traffic on the

major street. Experience has proven, and it is now a well established principle of merchandising that retail trade and services will thrive if they can be located so as to form a cluster or a group or in modern terminology, a "shopping center".

This pattern of commercial development at selected strategic locations has many advantages over the present strip development in Wilson. By this means, the commercial properties are grouped for efficient and effective use of parking facilities, and generally, such developments are of such size and shape that a great deal of commercial property can be confined within a relatively small perimeter. This grouping of stores has a decided advantage to the merchant since many more customers are attracted to one location where they may be induced to trade with a variety of merchants for a wide assortment of goods and services. Significantly, this has a decided advantage to the customer since it is convenient and efficient from his standpoint. Through proper choice of location, this grouping of commercial activities has a very beneficial effect upon the traffic carrying capacity of the major street. The stopping, standing and starting, loading and unloading incident to customers arriving and departing can generally be removed from the street entirely and confined to an off-street parking area where it does not interfere with street traffic movement.

A fourth shortcoming of the present zoning pattern in Wilson is commonly called "spot zoning". Phillip P. Green, Jr., writes that "one of the major abuses of the amending power, and one which the courts are quick to strike down, is that which is known as 'spot zoning'. By 'spot zoning' is meant the zoning of one or two lots for some purpose inconsistent with the uses for which the surrounding area is zoned. Such zoning often results in the appearance of little 'flecks' of business establishments and other possibly noxious uses all over the map of residential districts."

West of Tarboro Street there are a considerable number of intersections which have had from one to all four of their corners zoned for commercial purposes. Most of these

corners now contain filling stations or grocery stores. The inherent danger in permitting these little "flecks" of business to encroach upon residential areas is two fold. First, when business zoning is granted to a particular location, any use permitted in the business district may locate there. The zoning may have been granted with the understanding that a grocery store would be built - a use which, when properly treated, may integrate well with homes. However, there is no legal restraint which can be applied to keep the intended grocery from turning suddenly into a pool room or other noxious use. The second danger lies in the fact that when a lucky landowner in a residential area manages to acquire commercial zoning for his property, he is usually assured of doing well since he has what might be considered a monopoly. When business is good his thoughts may turn to expansion. His neighbors who were not opposed to a small corner grocery will, however, be most likely to oppose its becoming a supermarket.

A fifth shortcoming of the present zoning ordinance is its failure to recognize the existing pattern of residential densities in the city. The largest lot size which the ordinance requires is 8,000 square feet. Typical lot sizes in new subdivisions in Wilson range from 15,000 or more square feet on the west side of town to around 6,000 square feet on the east. The trend is definitely toward larger lots in Wilson and the zoning ordinance should be amended in recognition of this trend.

Other notable inadequacies in the zoning ordinance are a lack of off-street parking provisions and its failure to provide more than one industrial district.

CHAPTER II

FUTURE SPACE REQUIREMENTS

This chapter presents estimates of the amount of additional land likely to be needed by each of the major types of land use within the planning area and considerations of the best possible arrangement of these land uses. In seeking the most desirable relationships between the functional areas of the community, the optimum arrangement of land uses is conditioned by the suitability of the land for particular uses. Each of the major types of land use has its own particular site requirements which limit it to certain areas of the community.

Wilson's geographic location makes it more fortunate than most other urban places in that topographical limitations are of a minimum. With topographical limitations almost nonexistent, the existing land use pattern becomes the primary conditioning factor in developing future land use relationships.

Before moving into the locational requirements and future space needs, the approach followed in analyzing Wilson's needs is worth noting. In the beginning it was recognized that the business and industrial areas of the community provide the means for earning a living and that the community exists in the first place because of the employment opportunities provided in these areas. On the other hand, it was recognized that a sufficient supply of good housing and adequate facilities for recreation, shopping, medical attention, and general social and cultural activities are of comparable importance to residents of the city. In fact, these facilities have an important bearing on whether the community can hold onto its businesses and industries and attract new ones. In the actual development of space requirements for each type of use, the uses dependent upon the planning area as a whole were analyzed first and tentatively located in the plan. These included industrial, wholesale and commercial uses. The next stop was the development of space requirements for the uses which serve the residential neighborhoods within the community. These included local recreation areas, elementary schools

and local shopping facilities.

After the quantitative space requirements were computed for the planning period, the next step involved the establishment of locational standards for each of the major land use types within the planning area. Based upon these, land within the planning area meeting the requirements of each use was located on the planning area map. In general, land for industry received the highest priority and residential land the lowest.

General Location Requirements

From an area-wide viewpoint, location standards are concerned with the relationship between various land uses--their nearness to or remoteness from one another, their compatability or incompatability and their social implication to the people of the community.

Man now thinks of distance in terms of time rather than miles. The trip to work has become a part of everyday life. Wilson is still of a size where intracity travel is not critical. However, as residential growth occurs on the west, the industrial and business areas of the community are becoming more off center in their location. If residential growth should occur in a radial pattern along Nash Street, its implication of greater travel time could be of significance by the end of the planning period.

Since the ACL and Norfolk and Southern Railroads and U. S. 301 are located on the east side of town, future industrial growth will naturally be oriented to that area. It follows that if a relationship between the work areas and living areas which creates a minimum of travel is to be maintained, then future growth must occur in a concentric pattern. The objective should be to achieve a balance between the two extremes of a complete mixture of land uses on one hand and complete separation on the other.

Another important consideration in the overall land use pattern is the integration of open space into the broad framework of land uses. Wilson represents two extremes in its

present pattern of residential densities. West of the ACL Railroad the densities for the most part are lower than are densities in most other urban places. However, east of the Railroad, the situation is reversed. The Residential Density Map indicates the wide range in densities between the two areas.

Urban renewal is the one sure way of reducing densities on the east. However, renewal will be successful only if steps are taken to insure that displaced families have new residential land opened to them east of U. S. 301. Otherwise, they will simply move to another of the existing residential areas causing high densities there.

Wilson's most effective tool for controlling future residential densities is newly developed areas is its zoning ordinance. However, zoning can not be used to acquire open spaces. The reservation of open spaces can be achieved through the application of subdivision regulations or through the actual purchase of land by the city for open space.

FUTURE SPACE REQUIREMENTS

Industrial and Wholesale Uses

Detailed Location Standards:

1. Land for industrial purposes must be present in relatively large tracts, preferably five acres or larger. The land should be level with not more than five percent slope. It should be well drained and not subject to flooding.
2. Locations providing access to transportation routes are necessary. Both intracity and intercity routes should be considered for industrial and wholesale uses. Rail access is mandatory for many kinds of industries, and since large tracts of land with rail access are limited, first consideration should be given to this medium.
3. Industries should be provided with a range of choice between close in, fringe, and dispersed locations in order to allow for sites which fit specific needs.

4. Utilities should be available at or near the site, including power, water and waste disposal facilities.

5. Industrial sites should be integrated into the general land use pattern in order to reduce friction and blighting influence between the functional areas of the community. Industries which will not harmonize with other uses should be properly segregated on outside sites.

Industrial and Wholesale Space Requirements

Space requirements for industrial uses were computed by developing two ratios. First, a ratio between the number of acres devoted to industrial use and the number of industrial employees was developed. For 1960, this ratio is approximately 19.7 industrial employees per industrial acre. It was assumed that this ratio would increase slightly to twenty employees per industrial acre by 1980. Secondly, a ratio of industrial employees per 1,000 of population was developed. For 1960 this ratio is 116 industrial employees per 1,000 population. The Population and Economic Report indicated that the number of industrial employees per 1,000 population has been increasing at a rate of 2.8 per 1,000 of population per year. If this rate of increase continues through the planning period, as it is assumed, there will be about 7,715 industrial employees in Wilson by 1980.

The number of industrial acres likely to be needed by 1980 was developed by dividing the 20 workers per acre density ratio into the total number of industrial employees (7,715) predicted for 1980. This yielded a total of 308 industrial acres for 1980. To this total sum a twenty percent safety factor was added making the 1980 total requirements 385 acres.

The methodology employed in developing wholesale space requirements was similar to that used for industry. However, as Table 3 indicates, 85.9 acres of the total land (112.8 acres) used for wholesale purposes in the planning area were devoted to tobacco warehouses. The remaining 26.9 acres were used for wholesale activities other than tobacco

warehouses. It is practically impossible to forecast with any degree of reliability what will happen in the tobacco industry. Therefore, space requirements for wholesale activities are forecast on the following premises: Tobacco wholesaling space requirements will change little, for existing space has proved to be adequate for peak production years. Little, if any, expansion in "Merchant Wholesaling" is expected because this type of activity is centralizing in metropolitan areas. Relatively large increases in business may occur among manufacturers' sales branches and offices, merchandise agents and brokers, and petroleum products bulk stations. In order to allow enough room for expansion among the last three categories of wholesale establishments, generous space allotments have been made.

The 1960 density ratio of wholesale employees is estimated to be ten employees per gross wholesale acre. The Population and Economic Report estimates that by 1980 there will be 2,230 wholesale employees in Wilson. This amounts to an increase of 1,107 wholesale employees during the planning period. It was assumed that 75 percent or 830 of these new employees will work in wholesale activities other than "Merchant Wholesaling"and the tobacco industry. It was also assumed that the density ratio of ten employees per acre will remain relatively the same throughout the planning period.

Through application of the employee density ratio to total employees engaged in other than the merchant and tobacco wholesale activities it was estimated that eighty-three additional acres of wholesale land will be needed for manufacturer's sales branches and offices, merchandise agents and brokers, and petroleum bulk terminals.

Space requirements for merchant wholesaling and tobacco warehouses were based on an employee density ratio of 15 employees per acre. The resulting estimate calls for an additional twenty-five acres of land for these activities by the end of the planning period. Altogether, it is estimated that an additional 108 acres of land for wholesale uses will be needed by 1980.

Detailed Site Requirements

The selection of retail locations is a much more sophisticated process today than ever before. Thousands of dollars are spent by retailers in attempting to determine the best commercial locations. Richard Nelson /1 writes that the value of a location for retailing depends upon four factors:

1. Its accessibility to the resident population.
2. Its accessibility to people moving about or gathering together on errands other than shopping.
3. Its physical desirability from the standpoint of grade or level, appearance, size, shape, neighborhood or district environment and other amenities.
4. Its reputation. (Is the location prominent and well-known, or is it obscure?) (Is it associated in people's minds with something pleasant or unpleasant?)

As mentioned previously the retail businesses in Wilson were classified as primary retail, secondary retail and convenience retail. Each of these three types has its own particular location requirements and to some extent the location of one will determine the best location for the others. Primary uses depend upon a compact arrangement of similar uses which offers an opportunity for doing comparison shopping. These uses are almost always located in the central business district or large shopping centers serving the entire trade area population. Secondary retail uses may either be grouped around or intermixed with primary uses. In addition certain secondary uses dealing in high bulk items such as furniture, automobiles, and farm equipment have been seeking locations outside of the central business

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1 / The Selection of Retail Locations, by Richard Lawrence Nelson.

district along major streets. Convenience retail uses such as food stores are best located in close proximity to the residential areas which they serve. The corner grocery store has practically disappeared from the large cities. Instead they appear now in shopping centers which are located so as to intercept as much homeward bound traffic as possible. In addition large supermarkets which generate their own business seek locations which are fairly accessible to residential areas but which must also offer relatively inexpensive sites where acres of free parking can be provided.

The location of service uses (personal and amusement, repair, and administrative and finance) is for the most part determined by the retail uses. The most notable exceptions to this are the outdoor amusement uses such as drive-in theaters, minature golf courses, and certain repair services which locate in light industrial areas. In addition restaurants which serve the motoring public prefer independent locations on major highways or in highway business districts.

Future Commercial Space Needs

Allocation of commercial space needs is, in its simplest terms, the process of providing enough commercial space for a given number of people. The measuring device, then, is space per population. We have no historical trends for Wilson; therefore, there is no way of determining how this ratio has changed through past years. Population is known, but accurate records of the amount of land devoted to commercial activities are not. Furthermore, past trends may not reflect optimum conditions. In other words, what has been may not be what should have been, and is, therefore, not an indication of what should be in the future.

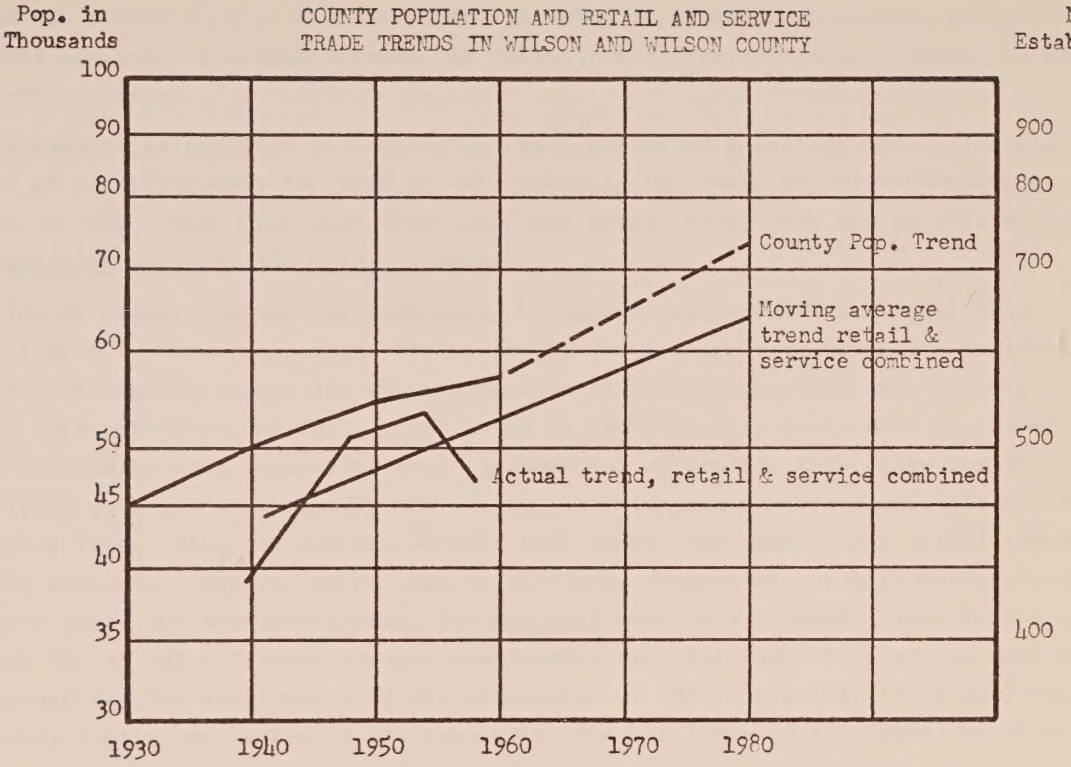
It is known that in early 1960 there were approximately 245 acres of land used for commercial--retail and service--activities. According to the 1958 Census of Business, there were 475 retail and service establishments in Wilson. Presently then, each establishment occupies approximately .5 of an acre. The 475 establishments adequately serve

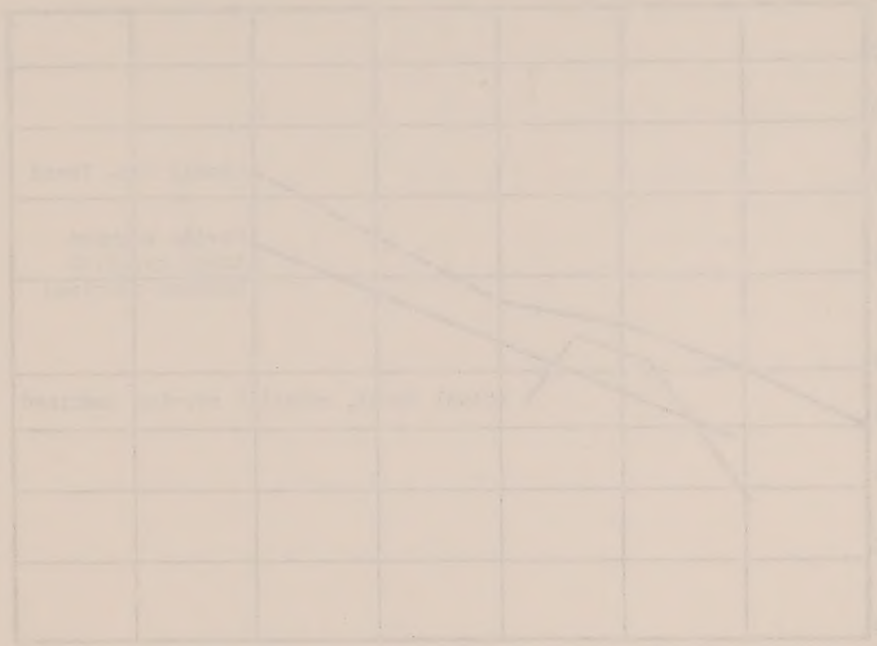
Wilson County--the trade area--in the sense that the stores are not bursting at the seams with customers. There are inadequacies in terms of parking, customer convenience, and esthetic qualities.

In order to insure enough room for commercial expansion in the future it was necessary to assume that the present space-population ratio is barely adequate and that future development will require more generous proportions. Furthermore, population is not the only criterion to consider in the determination of space needs. Other factors, such as income, buying power, proximity to metropolitan areas, etc., definitely play a part. The tremendous complexity of these interrelated factors has yet to be sorted out by the economists,and at the present time, projections have to depend upon population which summarizes in large measure the effects of all the other factors.

The chart on the following page depicts the growth of the population of Wilson County relative to the growth of retail and service establishments in Wilson. Note that on the logarithmic grid, even though the magnitudes are not the same, the rates of the change are proportional. It is apparent that from about 1940 to 1954 the growth of commercial establishments proceeded at a very rapid rate--much more so than did population. Everyone knows, of course, that this was caused by the war-time and post-war prosperity. Between 1954 and 1958 we know that a number of small retail establishments went out of business in Wilson, leaving a residue of the larger firms. It is probably safe to assume that this was a weeding out process among overly optimistic enterprises that rode the crest of the emerging wave of prosperity. Probably, also, the 1962 Census of Business will show an upturn of the trend. The dotted line on the chart represents a trend projected along two points determined by a moving average of the number of establishments. Following this projected trend to 1980 one sees that Wilson could expect to have about 640 establishments, an increase of 165 over 1958. As supporting evidence, if the 1958 ratio of establishments to the population of the county is used, we may say that if 475

COUNTY POPULATION AND RETAIL AND SERVICE TRADE TRENDS IN WILSON AND WILSON COUNTY





establishments served a population of 56,926 in 1958, by 1980 the projected population of 73,770 would require 615 establishments, an estimate very close to that obtained by the moving average, above.

Additional support is supplied by backing up, in a manner of speaking, and projecting the number of establishments for 1958 by extrapolating the ratio of establishments to population in 1940. This procedure indicates that Wilson would have 464 establishments in 1958, only ten short of the actual number.

Thus, as far as establishments are concerned, it appears reasonable to presume that Wilson will have in the neighborhood of 625 retail and service establishments in 1980. If these establishments occupy the same proportion of space then, that they do now, that is, a half acre each, on the average, then in 1980 the city would have approximately 312 acres devoted to such commercial use. Another way of stating this is to say that for each 1,000 gain in population in the county, the city can expect to add 4.12 acres of commercial land. This, of course, assumes that space requirements per establishment will remain the same. Experts agree that by and large commercial establishments are requiring more space now than previously, but how much more is not known. This leaves no alternative but to add a "safety factor" arbitrarily and claim that ten percent more space will be needed for the same number of establishments in 1980. Finally, after applying such a safety factor, we arrive at the conclusion that in 1980, if the county population goes to 73,770 as forecast, Wilson will need 343 acres of commercial space, an increase of 98 acres or 40 percent over the present total. The 1980 space requirements for each of the commercial land categories were determined by applying the percentage increase factor of 40 percent to the 1960 acreage. The estimated number of acres in each classification for 1980 are shown on the following page.

CENTRAL BUSINESS DISTRICT

	1960 Acres	1980 Acres	Increase Acres
1. Primary Retail	4.3	6.0	1.7
2. Secondary Retail	9.7	13.6	3.9
3. Convenience Retail	4.6	6.4	1.8
4. Service Trades			
a. Personal & Amusement	5.0	7.0	2.0
b. Repair	1.3	1.8	0.5
c. Administrative & Finance	2.9	4.1	1.2
	27.8	38.9	11.1

NON CENTRAL BUSINESS DISTRICT LOCATION

	1960 Acres	1980 Acres	Increase Acres
1. Primary Retail	7.0	9.8	2.8
2. Secondary Retail	74.4	104.2	29.9
3. Convenience Retail	18.1	25.3	7.2
4. Service Trades			
a. Personal & Amusement	76.9	107.7	30.8
b. Repair	13.9	19.5	5.6
c. Administrative & Finance	26.7	37.3	10.6
	217.0	303.8	86.9

After the total number of commercial acres needed to serve the 1980 retail trade area population was determined, the next step involved apportioning the estimated 1980 acreage to each of the commercial classifications and to either a central business district location or an outlying location.

In 1960, 52 percent of the commercial land was devoted to service activities and 48 percent to retail activities. It was assumed that this ratio would remain about the same through the planning period. Therefore, by 1980, there will be approximately 165 acres of retail commercial land and 178 acres of commercial service land.

Central Business District Locations

As mentioned earlier,future growth of primary retail activities (clothing and department stores) in the CBD is most likely to occur west of Pine Street, and the consequences of permitting this growth to occur too far west of the existing core has been noted. Expansion of primary activities should occur in a manner which will maintain the present compact pattern existing between Goldsboro and Pine Streets. If this is to occur, the area along Nash Street between Pine and Jackson should be reserved for these uses. In addition a certain number of new primary uses will be located east of Pine along streets intersecting Nash Street. This will give such stores a decided advantage for they will draw customers from the pedestrian traffic generated by the existing uses.

It is assumed that secondary uses (appliance and furniture stores) will continue to seek downtown locations in about the same proportion as they have in the past. The location of these uses east of Douglas and along Barnes and Green Streets will do much to maintain the quality of these areas.

Additional space for convenience type uses (grocery and drugstores) in the CBD was computed because a certain number of these facilities will be needed to serve the close-in high density residential areas grouped around the CBD. The "best" locations for these uses are adjacent to the neighborhood which they are to serve, but not so as to interrupt the continuity of other commercial activities.

Space for expansion of service activities amounts to one-third of the total additional space needed for commercial activities in the CBD. It is assumed that office space for

administrative and financial activities will be provided in the general area of the court house. In addition,a considerable portion of these offices will continue to seek locations on the second and third floors above retail uses. Repair services will be best located in the heavy commercial area south of Barnes Street. Personal and amusement services such as theaters and restaurants should be located so as not to interrupt the continuity of the primary retail area. However, restaurants must be located so as to be easily accessible to daytime downtown population. The best locations for theaters which serve the entire urban population are along the streets intersecting Nash Street.

Non Central Business District Locations

It is estimated that commercial uses outside of the Central Business District will require an additional 86 acres of land. Approximately 45 percent of this total is devoted to expansion of retail uses and the remaining 55 percent to service activities.

In allocating space for service activities it was assumed that a great majority of the expansion of these uses would occur in already existing commercial or industrial areas. The largest portion of land required for expansion of personal and amusement services will be devoted to such uses as drive-in theaters and miniature golf courses. Uses of this type should be located in outlying heavy commercial or light industrial areas. Repair services such as automobile repair garages should also be located in these areas. Uses devoted to administrative and financial activities will seek locations in areas devoted to retailing or institutional uses.

Specific locations for neighborhood serving retail commercial uses have not been pinpointed on the land development plan because it is difficult to tell before development occurs which of several possible sites will be available for development. It was assumed that after the existing zoning ordinance is revised to include the tools necessary are guiding future growth, expansion of these activities will occur in designed shopping centers. The land development plan indicates, through the use of symbols, those areas

of the community which will need additional neighborhood serving commercial uses. The Planning Board has recently granted commercial zoning to property located at the intersection of Tarboro Street and Ward Boulevard. Plans call for the development of a shopping center on this site. Therefore, any future development of a neighborhood center to serve the western quadrant of the community should be located west of Raleigh Road.

Neighborhood shopping facilities will also be needed east of Highway 301 before the end of the planning period. Several sites are presently available in that area. Under no circumstances should neighborhood commercial uses be allowed to develop along U. S. 301.

RESIDENTIAL SPACE REQUIREMENTS

Detailed Site Requirements

There is only a very small percentage of the land within the planning area not suited for residential development. However, certain "man made" factors have created definite limitations on which areas are likely to be developed for residences. The great expanse of slums on the eastern side of town will continue to limit growth in that direction. The land ownership pattern has restricted development of certain close-in areas forcing development to jump over them to available sites.

The following location standards are recommended for residential land use:

1. Land subject to flooding and marshy land should be avoided.
2. Residential neighborhoods should be bounded, but not penetrated, by major thoroughfares. They should be internally served by a system of collector and service streets fitted to the terrain with due consideration to drainage, sunlight and views.
3. Sewer and water facilities should be available to the residential areas prior to development or be capable of being installed without excessive cost to the home owner, developer, or city.

4. Residential areas should be served by related schools, churches recreation facilities, and neighborhood serving shopping centers.

5. Residential areas should continue to be developed in a concentric pattern in order to utilize all developable land and to avoid costly urban sprawl.

Space Requirements

The first step in estimating future residential space requirements involves an inventory of the present supply of dwelling units by planning district. The inventory is presented on Table 5. In addition, building permit records were examined by the Building Inspector to determine the number of new dwellings built in Wilson during the past five years. This survey indicated that for the period 1955 through 1959, 896 new dwellings were built of which 71 percent were single family, 24 percent were two-family, and 5 percent were multi-family .

The 1960 preliminary census count for Wilson indicated a city population of 28,578. However, this count included approximately 1,303 persons who were residents of institutions in Wilson at the time the census was taken--893 out of town students at Atlantic Christian College and 410 patients at the Eastern North Carolina Sanitorium. Therefore, the resident population of the city at the time of the census was approximately 27,275.

The 1960 population of the fringe area was estimated by applying an assumed average number of persons per household figure of 3.51 to the 991 dwelling units in the fringe. The resulting population estimate for the fringe area was 3,475. The sum of the fringe area and city population estimates yields a 1960 noninstitutional population estimate of 30,750 for the planning area.

The land use survey conducted in January,1960, revealed a total of 7,406 dwelling units within the city limits and a total of 8,397 within the planning area. Of the 7,406 dwellings in the city 4,705 were occupied by whites and 2,701 were Negro. (Racial occupancy

TABLE 5. CURRENT STOCK OF DWELLING UNITS, ACREAGE IN RESIDENTIAL USE AND NET DENSITIES BY PLANNING DISTRICTS

Planning District	Single Family			Two Family			Three Family			Four or More Family			
	DU's	Acres	Density Per Net Acre	DU's	Acres	Density Per Net Acre	DU's	Acres	Density Per Net Acre	DU's	Acres	Density Per Net Acre	Overall Net Density in Planning Dist.
1	120	27.9	4.3	68	8.5	8.0	21	0.5	42.0	57	1.9	30.0	6.9
2	276	51.5	5.4	98	8.4	11.7	18	0.6	30.0	47	1.9	24.7	6.9
3	87	31.1	2.8	30	2.5	12.0	12	0.9	13.3	18	4.2	4.3	3.8
4	429	91.0	4.7	56	9.0	6.2	21	2.1	10.0	7	0.7	10.0	4.9
5	373	99.2	3.8	14	1.3	10.8				1			3.8
6	601	130.6	4.6	20	1.4	14.2	9	0.5	18.0				4.8
7	394	61.0	6.4	186	10.8	17.2			15.0	4	0.2	20.0	8.1
8	335	71.6	4.7	28	2.7	10.3	6	0.4	15.0				4.9
9	10	2.5	4.0	2	0.1	20.0				24	0.9	26.7	11.2
10	249	30.8	8.0	140	8.4	16.7	12	0.3	40.0	26	0.6	43.3	10.6
11	521	63.4	8.2	70	10.6	6.6	15	1.1	13.6	9	1.2	7.5	8.0
12	710	76.6	9.3	171	8.3	20.0	18	0.5	36.0	1	0.1	10.0	10.5
13	233	36.3	6.4	60	4.4	13.6							7.2
14	110	25.8	1.6	8	0.6	13.3				1	0.2	5.0	4.5
15	291	67.3	4.3	12	2.8	4.3	3	0.6	5.0	1	0.6	1.6	4.3
16	326	82.6	3.9	28	2.1	13.3				118	12.5	9.4	4.8
17	150	46.8	3.2	12	1.1	10.9							3.3
18	347	120.5	2.9	10	0.6	16.7							2.9
19	196	66.8	2.9	12	1.3	9.2							3.0
20	66	38.6	1.7										1.7
21	100	47.3	2.1										2.1
City Total	5,924	1,269.2	4.6	1,025	84.9	12.1	144	7.5	19.2	313	25.0	12.5	5.3
11A	106	18.0	5.9	22	2.1								6.3
12A	133	25.6	5.2	28	3.3								5.5
22	81	78.0	1.1	4	2.0								1.1
23	93	89.0	1.1	4	3.0								1.1
24	72	73.0	1.0	4	2.0								1.1
25	57	56.0	1.0	6	3.0								1.0
26	97	94.0	1.1	4	2.0								1.0
27	55	56.0	1.0	14	6.0								1.1
28	205	204.0	1.0	6	3.0								1.0
Fringe Total	899	693.6	1.3	92	26.4								1.4
Grand Total	6,823	1,962.8	3.5	1,117	11.3	10.0	144	7.5	19.2	313	25.0	12.5	3.9

was not obtained for the 991 dwellings in the fringe.) At the time this report was written the Bureau of the Census had not released information pertaining to racial characteristics of the population. Therefore, these data were estimated by use of an assumed average number of persons per household. Current trends indicate that an average of 4.0 Negro persons and 3.5 white persons per household are applicable to Wilson. Applying these averages to the number of Negro and white dwelling units counted in January yields a total population of approximately 27,271--10,804 Negro, 16,467 white. It is interesting to note that a difference of only four persons appears between the population estimate derived by the dwelling unit count and the 1960 preliminary census count.

Table 6 outlines the sequence of steps taken to derive the new dwelling unit requirements for 1980. In step 1, the table reflects the expected increase in the non-institutional population of the planning area by 1980. The Population and Economic Report estimated the city's population for 1980 at 44,562. However, of this estimate, it is assumed that 2,200 will be institutional population. Therefore, the population increase for the city which will require new housing is the difference between the 1960 noninstitutional population of the city and the estimated 1980 noninstitutional population. This difference is 15,087 people.

It is impossible to forecast just where the city limits of Wilson will be in 1980. Therefore, in estimating the 1980 new dwelling unit requirements for the fringe it was assumed that the number of new people to be housed in the fringe area by 1980 would be equal to approximately 5 percent of the 1980 city population--2,238. Consequently the 1980 estimated planning area population to be housed is equal to 42,362 + 2,238 or 44,600.

Step 3 on Table 6 presents the loss expected, by 1980, in the current stock of dwelling units in the planning area. In order to arrive at a reasonable estimate of the number

TABLE 6
DERIVATION OF TOTAL NEW DWELLING UNIT REQUIREMENTS - 1980

Sequence of Steps	Number of Dwelling Units		
	City	Fringe	Total
1. Population Increase	15,087	2,238	17,325
2. Crude Unadjusted Estimate of Dwelling Units Needed	4,310/1	559/1	4,869
3. Plus Net Loss in Current Stock of Dwelling Units			
Assumed Demolitions	722	20	742
Losses by Use Invasion	358	31	389
4. Plus Three Percent Vacancy	161		161
5. Total Adjusted Crude Estimate of New Dwelling Units Needed	5,551	610	6,161

1/ Derived by dividing estimated 1960-1980 increase in population by assumed average household size of 3.5 for the city and 4.0 for the fringe.

of delapidated dwellings likely to be demolished by the end of the planning period it was necessary to delineate the blighted areas likely to be redeveloped through an urban renewal program. It should be possible for Wilson to complete three renewal projects by 1980. At the present, the Federal law allows ten years in which to complete a single urban renewal project. The three areas proposed for redevelopment are the pocket of blighted residences in Planning District 4; the area in Planning District 12, bounded by Northeast Street, East Nash Street, the ACL Railroad, and Green Street, and the area containing blighted dwellings and industrial uses in Planning District 7. Within these three areas approximately 484 dwellings should be demolished through renewal action. The remaining 238 dwellings scheduled for demolition represent the majority of delapidated

dwellings in the city which received a grade of E in the land use survey. Estimates of the number of dwellings likely to be loss through use invasion were developed by counting the present number of dwelling units located in areas which will undergo a change from residential use to non-residential uses by the end of the planning period. Table 7 indicates by planning district the number of dwelling units likely to be lost by the end of the planning period.

The fifth step on Table 6 shows the total number of new dwellings needed by the end of the planning period to be 6,161. Of this total, 4,869 are to be used in housing new population and 1,292 are to be used as replacements for existing dwellings. Before allocating the new dwellings to planning districts it was necessary to allocate them to housing and density types. Table 8 presents this allocation. The densities (dwelling units per acre) were selected by examination of existing densities throughout the city and through the adoption of generally recognized national standards for healthful housing. The allocation of the new dwelling units to the various housing types was based partially on the existing housing characteristics and partially on the assumption that in order to provide housing for persons displaced through urban renewal it will be necessary to build a relatively large number of multi-family structures. The land use survey revealed that in January, 1960, eighty percent of dwellings in Wilson were single family; fourteen percent were two family; and six percent were multi-family. The new dwelling units to be needed by the end of the planning period were allocated to housing types as follows:

Single Family	73%	4,467
Two Family	14%	855
Multi-Family	13%	839

In order to allocate the new dwellings to planning districts in as feasible a manner as possible, it was necessary to have some knowledge of what the racial housing characteristics of the planning area population is likely to be by 1980. Past trends indicate

TABLE 7. ESTIMATED DISTRIBUTION OF DWELLING UNIT LOSSES BY PLANNING DISTRICT, 1980

PLANNING DISTRICT	Current Stock of DU's	DU'S REMOVED BY TYPE OF LOSS Demolition	Invasion	Total Loss	DU's Remaining By 1980
1	266	52	66	118	148
2	439	20	5	25	414
3	147	11	--	11	136
4	513	178	51	229	284
5	388	18	--	18	370
6	630	---	33	33	597
7	587	178	63	241	346
8	369	4	--	4	365
9	36	36	--	36	0
10	427	35	19	54	373
11	615	20	33	53	562
12	900	128	--	128	772
13	293	40	14	54	239
14	121	---	45	45	76
15	307	---	27	27	280
16	472	---	2	2	470
17	162	1	--	1	161
18	360	1	--	1	359
19	208	---	--	---	208
20	66	---	--	---	66
21	100	---	--	---	100
CITY SUBTOTAL	7,406	722	358	1,080	6,326
11A	128	20	31	51	77
12A	161				161
22	85				85
23	97				97
24	76				76
25	63				63
26	101				101
27	69				69
28	211				211
FRINGE SUBTOTAL	991	20	31	51	940
Planning Area Total	8,397	742	389	1,131	7,266

TABLE 8
ALLOCATION OF TOTAL NEW DWELLING UNIT CONSTRUCTION
BY HOUSING AND DENSITY TYPE AND TOTAL ACREAGE, 1980

Density Type	Housing Type	Assumed Average No. of DU's Per Net Acre	Dwelling Units	Acreage
A	One Family	2.7 (16,000)	1,150	422
B	One Family	3.6 (12,000)	1,960	540
C	One Family	5.0 (8,700)	1,357	271
D	Two Family	7.0 (6,000)	655	90
E	Multi-Family	12.0 (3,600)	839	70
Total New Construction			5,961	1,393
	Conversions		200	---
Total New Dwellings			6,161	1,393

that by the end of the planning period approximately thirty percent or 4,028 of the dwelling units within the city will be occupied by Negroes. It was also necessary to have a knowledge of the residential holding capacity of each planning district. Vacant areas suitable for residential use within the city were measured to determine how many new dwelling units each could hold at a selected density. The holding capacity of each district was adjusted downward by allowing 25 percent of its vacant area for streets and by assuming that approximately ten percent of the vacant land in each district would never be developed. The planning districts located outside of the present city limits are capable of holding many times more people than Wilson will have by the end of the planning period. Therefore, holding capacity was not examined in those districts. Because of the great holding capacity of the fringe districts it was necessary to allocate new dwellings to these districts on an opinion basis while exercising as much objectivity as possible. Table 9 shows the number of new dwelling units of each density type allocated to the various planning districts. Table 10 shows the approximate distribution of dwelling units and population by the end of the planning period.

TABLE 9 . TOTAL NEW DWELLING UNITS DISTRIBUTED AMONG PLANNING DISTRICTS, 1980

Planning District	Total No. of D.U.s	No. of D.U.s by Density Type from New Construction					No. of D.U.s by Conversion
		A	B	C	D	E	
1	...						
2	70					50	20
3	40				20		20
4	218			50	41	100	27
5	186			59	25	90	12
6	82			37	35		10
7	157				45	100	12
8	74			9	50		15
9	....	....	....	.....	....	....	....
10	109	...	....	...	25	74	10
11	120			45	60	...	15
12	245			22	23	175	25
13	98			73	25		
14							
15	283		80	145	58		
16	206			45		147	14
17	272		272				
18	293	50	243				
19	36	25	11				
20	197	70	127				
21	130	130					
Total Inside City	2,816	275	733	485	407	736	180
11A	145			75	60		10
12A	196				83	103	10
22	632	15	267	350			
23	100	10	90				
24	90	40			50		
25	514	12	130	317	55		
26	163	13	70	80			
27	765	245	470	50			
28	720	520	200				
Fringe Subtotal	3,345	875	1,227	872	248	103	20
Planning Area Total	6,161	1,150	1,960	1,357	655	839	200

TABLE 10 . APPROXIMATE DISTRIBUTION OF PLANNING AREA POPULATION BY PLANNING DISTRICTS, 1980

Planning District	Current Population	Current D.U.'s	Current H'hold Size	By End of Planning Period D.U.'s Remain. 1980	D.U.'s Added By 1980	Total D.U.'s By 1980	H'hold Size	Estimated Population
1	931	266	3.5	148	---	148	3.0	444
2	1,536	439	3.5	414	70	484	3.0	1,452
3	514	147	3.5	136	40	176	3.0	528
4	1,898	513	3.7	284	218	502	3.5	1,757
5	1,358	388	3.5	370	186	556	3.3	1,834
6	2,205	630	3.5	597	82	679	3.2	2,172
7	2,231	587	3.8	346	157	503	3.5	1,760
8	1,292	369	3.5	365	74	439	3.2	1,404
9	144	36	4.0	0	---	---	---	---
10	1,708	427	4.0	373	109	482	3.6	1,735
11	2,460	615	4.0	562	120	682	3.6	2,455
12	3,600	900	4.0	772	245	1,017	3.6	3,661
13	1,113	293	3.8	239	98	337	3.6	1,213
14	423	121	3.5	76	---	76	3.2	243
15	1,074	307	3.5	280	283	563	3.2	1,801
16	1,652	472	3.5	470	206	676	3.0	2,028
17	567	162	3.5	161	272	433	3.0	1,299
18	1,260	360	3.5	359	293	652	3.0	1,956
19	728	208	3.5	208	36	244	3.0	732
20	231	66	3.5	66	197	263	3.0	789
21	350	100	3.5	100	130	230	3.0	690
Total Inside Present City	27,275	7,406	3.6	6,326	2,816	9,142	3.2	29,953
11A	512	128	4.0	77	145	222	4.1	910
12A	644	161	4.0	161	196	357	4.1	1,462
22	280	85	3.3	85	632	717	3.7	2,651
23	358	97	3.7	97	100	197	3.7	728
24	273	76	3.6	76	90	166	3.6	597
25	245	63	3.9	63	514	577	3.7	2,133
26	323	101	3.2	101	163	264	3.3	871
27	207	69	3.0	69	765	834	3.0	2,502
28	633	211	3.0	211	720	931	3.0	2,793
Total Fringe Area	3,475	991	3.5	940	3,345	4,285	3.5	14,647
Total Planning Area	30,750	8,397	3.6	7,266	6,161	13,427	3.3	44,600

Detailed Site Requirements

Site requirements for schools must deal with two critical elements--the actual physical characteristics of a site and its relationship to the residential area it is to serve.. General standards for school site sizes were obtained from the North Carolina Department of Public Instruction, Division of Advance Planning. The following site sizes were recommended:

Elementary Schools - Minimum site size of 10 acres plus one acre for each additional 100 students.

Secondary Schools - Minimum site size of 12 acres for school of less than 400 students;

Fourteen acres for 500 students; sixteen acres for 600 students; twenty acres for 800 students; twenty-four acres for 1,000 students; twenty-six acres for 1,200 students.

In addition to size standards school sites should be level and well drained. Sites should be integrated into the area where located and should be landscaped to achieve maximum utilization.

Standards for time and distance between a school and its service area are not yet as important in Wilson as they are in larger urban places. However, plans for future schools should consider the total potential school population of the area they may ultimately be called upon to serve. School sites should be acquired before residential development takes place or, at least, concurrently with development. Proper forethought on the part of the School Board will result in financial savings and acquisition of the best possible sites.

Standards for school enrollment are usually expressed in number of students per classroom. At the present the following number of students per classroom are recommended:

Elementary School - 30
Junior High - 25
Senoir High - 25

Existing Schools

The Wilson City School District is composed of Wilson Township. At the present time, however, all the schools in the Township are located within the City of Wilson. There are eleven schools within the School District - four white elementary, three Negro elementary, one white junior high, one white senior high, and one combined Negro junior and senior high. At present schools for white students are organized on a 6-3-3 basis and Negro schools on a 6-6 basis.

In January,1960,A + E enrollment for the entire school system was 7,540. This total was distributed as follows:

	Negro	White	Total
Elementary	2,238	2,260	4,498
Jr. High	828	980	1,808
Sr. High	453	781	1,234
TOTAL	3,519	4,021	7,540

The first section of Table 11 presents the existing school situation as of January,1960. It will be noted from this table that with the exception of Fike High School none of the school plants meet all of the standards proposed for schools. Negro schools are especially overcrowded in terms of pupils per classroom and site size. All of the schools except Adams Elementary are reasonably well located. However, the expansion of several sites will prove costly, if not prohibitive.

Future School Needs

In order to determine the approximate number of additional acres to be needed by schools in 1980 it was necessary to develop preliminary estimates of the number of students likely to be in the Township. The following estimates of the number of students and new schools likely to be needed by the end of the planning period are useful only if they are regarded as starting points to be refined and improved in later detailed studies. In school plant planning continuity is more valuable than are spasmodic efforts.

In order to estimate the potential 1980 school enrollment of the township it was assumed that the present ratio of students per 100 population in the township would continue through the planning period. The results obtained from this method are more valid for white students than are those for Negro students. The proportion of school-age Negro population enrolled in school is increasing yearly. This, along with the fact that the Negro average family size is considerably higher for Negros than for whites, probably means that the estimates for Negro school needs are lower than the actual needs may be by 1980.

The 1960 ratio of students per 100 of population are shown below. The 1960 noninstitutional population of the Township was estimated to be 31,051 - 10,867 Negro, 20,184 white.

STUDENTS PER 100 POPULATION

	White	Negro
Elementary	11.2	20.6
Junior High	4.9	7.6
Senior High	3.9	4.0

It is estimated that the 1980 Township population will be approximately 46,830 - 30,443 white, 16,387 Negro. By applying the 1960 ratios to these estimates the 1980 school enrollment is estimated to be:

	White	Negro	Total	Total Increase from 1960
Elementary	3,409	3,366	6,775	2,277
Junior	1,491	1,245	2,736	928
Senoir	1,127	655	1,782	548
	6,027	5,266	11,293	3,753

The second portion of Table 11, entitled 1960 PROPOSED SCHOOLS, shows the number of proposed schools, the number of new classrooms and total number of acres likely to be needed for schools by 1980.

The total estimated school enrollment of 11,293 by 1980 will require approximately 321 acres of land. This represents an increase of 3,753 pupils and 262 acres of land over the 1960 totals. Three new white elementary schools, two new Negro elementary schools, one new white junior high school, and one new Negro junior high school have been proposed for 1980 as well as additions to already existing school plants. The proposed locations of the seven new schools are as follows:

	Planning District
Proposed A	28
Proposed B	20
Proposed C	18
Proposed D	22
Proposed E	25
Proposed F	10
Proposed G	25

	White	Negro	Total	Total Increase from 1960
Elementary	6,109	3,704	9,813	2,345
Junior	1,101	1,193	2,294	894
Senior	1,317	886	1,203	636
	8,527	5,783	13,310	3,783

The second portion of Table IV, entitled Net Need to Schools, shows the number of pupils currently, the number of new classrooms and total number of extra library to be needed for schools by 1970.

The total cycle ten school enrollment of 11,000 by 1964 will require approximately 357 more of these. This represents an increase of 3,782 pupils and 100 more classrooms than total needs. There are also elementary students, two new rooms already needed, one-half junior high school, and one extra junior high school needed here now; two-thirds of the junior high school will be required for 1970 as well as additions to elementary schools. The breakdown locations of the seven new schools are as follows:

	Planning Or Areal
Proposed A	30
Proposed B	30
Proposed C	30
Proposed D	30
Proposed E	30
Proposed F	30
Proposed G	30

TABLE 11. 1980 SCHOOL REQUIREMENT

SCHOOLS	EXISTING SCHOOLS						1980 PROPOSED SCHOOLS					
	Enrollment A + E	Pupils Per Classroom	Classrooms	Site Size	Year Built	Grade Organization	Enrollment A + E	Pupils Per Classroom	Site Size	Total Classrooms	No. of New Classroom	Grade Organization
WHITE												
Elementary (Total)	2,260	32	71	26.6		1-6	3,409	30	104	116	63/2	1-6
Hearne (New)	427	24	18	3.0	1905	1-6	540	30	15	18	18	1-6
Wells	567	38	15	16.7	1904	1-6	600	30	16	21	6	1-6
Winstead	825	36	23	4.4	1922,53	1-6	690	30	17	23		1-6
Woodard	444	30	15	2.5	1914		450	30	15	15		1-6
Proposed A							392	28	14	14	14	1-6
Proposed B							420	30	14	14	14	1-6
Proposed C							317	30	13	11	11	1-6
Junior High (Total)	980	28	35	8.5		7-9	1,491	28	38	53	18	7-9
C. L. Coon	980	28	35	8.5	1923,51	7-9	980	28	24	35		7-9
Proposed D							511	28	14	18	18	7-9
High School (Total)	781	25	31	50		10-12	1,127	25	50	45	14	10-12
Fike	781	25	31	50	1958	10-12	781	25	50	31		10-12
Proposed addition to Fike							346	25		14	14	10-12
NEGRO												
Elementary (Total)	2,238	40	58	11.6		1-6	3,366	30	84	112	54	1-6
Adams	432	43	10	3.7	1958	1-6	600	30	16	20	10	1-6
Elvie	1,068	34	31	3.6	1951	1-6	1,020	30	20	34	3	1-6
Vick	738	43	17	4.3	1936,51	1-6	660	30	17	22	5	1-6
Proposed E							480	30	15	16	16	1-6
Proposed F							606	30	16	20	20	1-6
Junior High (Total)	828					7-9	1,245	30	28	42	42	7-9
Proposed G	828						1,245	30	28	42	42	7-9
High School (Total)	453	33/1	38	7.3		10-12	655	17	17	38	0	10-12
Darden	453	33	38	7.3	1923,42 48,59	10-12	655	17	17	38	0	10-12
Grand Total	7,450	233	233	59			11,293		321	406	191	

/1 Darden School is both junior and senior high school.
/2 Includes 18 new classrooms to be built on Hearne site.

RECREATION SPACE REQUIREMENTS

Detailed Site Requirements

The primary consideration in the location of recreational areas is their convenience and accessibility to the residential areas which they serve. It follows that sites should be centrally located in relation to the population they are expected to serve, and should be of adequate size. Insofar as possible, sites should be designed to take advantage of the natural features of surrounding landscape and provide for the widest range of recreational activities. Land along streams which is subject to flooding has value for certain kinds of recreational activities.

Detailed site size requirements are shown below--standards are useful as guidelines for planning and local conditions will no doubt modify these proposed standards when the actual development of future recreation sites commences.

Future Space Requirements

The land use survey revealed that there are approximately 100 acres devoted to recreation in the planning area. At a standard of one acre per 100 people the present deficit in recreation space within the planning area is 210 acres. The total population of the planning area by 1980 is estimated at 46,800, including institutional population. At the prescribed standard there should be 468 acres of recreation land - an increase of 368 acres over the 1960 total. It is probably unrealistic to expect such a large increase in recreation land by 1980. However, an active, continuing recreation program will do much to overcome the existing deficit as well as providing the additional acreage required to serve the 1980 population of the planning area.

Wilson is fortunate in having two well-equipped community centers. However, facilities of this type, although needed by every community, tend to foster the idea that the recreation needs of the community are being met. Actually the large community center can be used

RECREATION STANDARDS
WILSON PLANNING AREA

Local Area Facilities

	Standard	Site Size	Service Area
Playfields	1 acre/ 800 people	10-30 acres	1/2-1 mile
Playgrounds	1 acre/ 800 people	3-6 acres	3/8-1/2 mile
Local Parks	1 acre/1,000 people	2 or more acres	3/8-1/2 mile
Softball Diamonds	1 each/3,000 people	1.75 acres	
Baseball Diamonds	1 each/6,000 people	2.80 acres	
Tennis Courts	1 each/2,000 people	6,000 sq. feet	

City Wide Facilities

	Standards	Site Size
Recreation Centers	1 each/20,000 people	15,000 - 25,000 sq. ft.
Swimming Pools	1 each/25,000 people	4 acre minimum
Public Golf Courses	1 hole/ 3,000 people	100 acre (18 holes)
Natural Parks	1 each/ small city	100 acre minimum

TOTAL RECREATION NEEDS - 1 acre/100 people

daily by only those people who have reached an age where travel is no problem. The community center is largely useless to the mother with several small children or for the older person who prefers a passive form of recreation. At the present time one of Wilson's greatest recreation needs is for small neighborhood parks in close walking distance to all homes within the neighborhood. This need will become even greater as new areas are developed on the fringe of the present city. The acquisition of sites as development occurs is mandatory if this need is to be met. The Wilson Recreation Commission should formulate policies dealing with land acquisition in newly subdivided areas. Coordination between the Recreation Commission, the Planning Board, and the City Board of Commissioners is

necessary to implement such policies.

A detailed study of recreation needs by neighborhoods is scheduled for the winter. Therefore, no attempt will be made here to allocate the estimated 1980 land needs to the planning districts. Table 10 contains estimates of the 1980 population of each planning district. The greatest growth will likely occur in Planning Districts 22, 25, 27, and 28. Steps should be taken immediately to acquire recreation land in Planning Districts 22 and 28 as a considerable amount of land in these districts is scheduled for immediate development.

CHAPTER III

THE PLAN

Having determined in general where industrial, commercial, residential, public and other uses of land should be located and having estimated how much land will be needed in the planning area for each use during the twenty year planning period, the next and final step is to bring these requirements into balance in an over-all Land Development Plan, complete with a preliminary major street system. The map of the proposed Development Plan with the plan for major streets included is shown on the following page. In addition to a discussion of the plan, this chapter outlines the major tools which, if properly used, can implement the proposals contained herein.

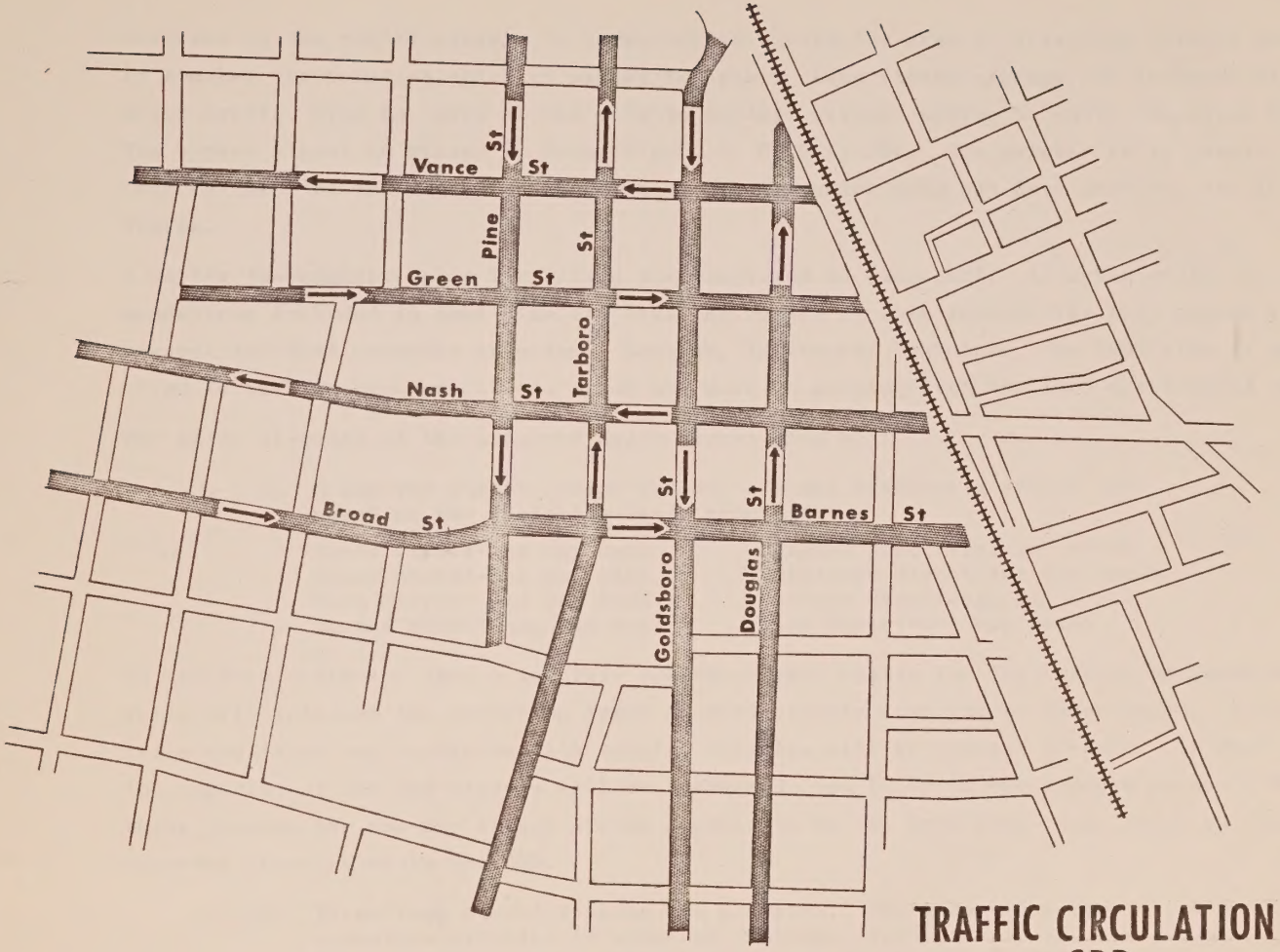
Major Street Plan

To be practical, the first requirement of any major street plan is to make the best possible use of the existing street system. The enclosed major street plan is simply a sketch of one possible solution to the circulation problem in Wilson. It is not within the scope of this report to deal with detailed traffic studies. It does nothing more than present a framework of major streets which provide access between the functional areas of the community. At a later date, the Advance Planning Section of the State Highway Department is scheduled to prepare a detailed plan.

The proposed major street system of Wilson is made up of radial, crosstown, loop and bypass streets. Residential and collector type streets form the minor thoroughfare street system. The streets which comprise the major street system may offer access to abutting property. However, their primary purpose is to carry traffic and all other considerations are secondary.

Radial streets serve to carry high volumes of traffic from outlying areas into and out of the center of town. Crosstown streets are designed to carry traffic along the perimeter of the central business district. Traffic moving towards the central business

WILSON N.C.
PRELIMINARY DEVELOPMENT PLAN
1960
COMMERCIAL
INDUSTRIAL
E.S.
J.S.
H.S.
EDUCATIONAL
P
PARKS
FLOOD PLAIN
RESIDENTIAL
PROPOSED COMMERCIAL
PROPOSED MAJOR STREET
EXISTING MAJOR STREET
Cem.
H.S.
E.S.
ACC
Hosp.
P
J.S.
US 264
NC 42
NC 58
US 301
NC 58
DOWNING ST.
ATLANTIC COAST LINE RR
NORFOLK & SOUTHERN RR



TRAFFIC CIRCULATION
CBD

TRAFFIC CIRCULATION
CBD

district on the radial streets is permitted to circle the area on crosstown streets until it reaches the point at which it wishes to enter. Loop street systems are designed to carry traffic from one area of the city to another without having to enter congested areas. The bypass street in Wilson is naturally U. S. Highway 301. Its purpose is to permit the free movement of inter-city and interstate traffic which does not have destinations in Wilson.

A master thoroughfare plan for Wilson was completed in June, 1957. A number of the recommendations included in that plan are likewise remade in this report, for they appear to present the best possible solution. However, in several instances, the 1957 plan is revised to include recommendations which are more in keeping with the land development plan.

The major elements of the proposed major street plan are:

1. A one-way street system for the central business district composed of the following basic elements:

Vance Street-one way west	Douglas Street-one way north
Green Street-one way east	Goldsboro Street-one way south
Nash Street- one way west	Tarboro Street-one way north
Barnes Street-one way east	Pine Street-one way south

It has been estimated that a complete one-way street system for the Central Business District will increase the operating lanes on most streets from two to three lanes. Pedestrian conflicts and conflicts with turning vehicles will be reduced greatly. In general, the capacity of the CBD streets will be increased from fifty to one hundred percent. For these reasons the one-way street system appears to be the best long-range solution for improved circulation in the CBD.

2. Three loop street systems are proposed. The inner loop (or crosstown streets) is composed of Lodge Street, Railroad Street, Gold Street, Raleigh Road, and Hines Street. This proposal, if implemented, will require that Railroad Street be widened to at least 60 feet. Also, special treatment

will have to be given to Vance and Green Streets where they intersect with Railroad Street. It is also proposed that Hines Street be extended from Lodge Street to where it could join Wiggins Street. This will require the acquisition of some property and the construction of a grade crossing at the ACL Railroad.

The completion of the "suburban loop", consisting of Ward Boulevard, U.S. 301, Libscomb Road, and the proposed extension of Ward Boulevard, is now a reality. For the immediate future, this street system will serve as an outer loop for Wilson. However, the area included within its perimeter is, for the most part, already developed. In addition, development has already "jumped" Ward Boulevard, U.S. 301, and Libscomb Road in many areas.

If this loop system is to fully serve its intended purpose, it will be necessary to widen Libscomb Road and Ward Boulevard. It is also assumed that U. S. 301 will be moved from its present alignment to a point further away from Wilson. This will make it possible for the present U. S. 301 to serve as part of the suburban loop.

The third loop system which is proposed is not likely to be needed by the end of the planning period. However, as Wilson's population increases beyond the 45,000 mark, it will be needed. This loop is composed of the rural road connecting U. S. 301 at the motel area and N. C. 42 south, a proposed extension of this road to Lamm Avenue, a northwestward extension of Lamm Avenue to N. C. 58, and an extension from this point in an eastward direction to U. S. 301. No eastern link is shown for this loop because it is impossible to foresee just how much development is going to occur east of U. S. 301. If extensive development does occur in this area, the eastern link will be needed.

3. The third major element of the proposed street plan calls for the construction of an "industrial artery". W. F. Babcock states that:

"Although Hines Street and Wiggins Street will serve as a southern cross-town route, consideration should be given to the development of a better street system to connect together the industrial and wholesale areas and to connect these areas with the major radial and bypass routes. Such an

industrial route appears desirable because of the complete lack of effective streets in the industrial areas. It is proposed therefore, that such a route be developed in the future with consideration being given towards obtaining needed rights-of-way in the next few years.

The only area that might be used for such a street development is Hominy Swamp. It is possible to develop a street right-of-way in this area if certain revisions are made to the swamp and channel. A street in this area would improve the industrial street system and generally clean up an undesirable area." /1

It is proposed that this route begin at Raleigh Road near Trinity Drive and proceed eastward along the Hominy Swamp to a junction with U. S. 301. Such a route would provide much needed access into the industrial areas along the Norfolk and Southern Railroad Road, and the value of the land lying between the proposed route and the railroad would be greatly increased for industrial purposes.

4. The proposed radial street system is composed of Nash Street, Stantonsburg Road, Herring Avenue, Lodge Street, Goldsboro Street, Tarboro Street, Raleigh Road, Tilghman Road, and Corbett Avenue. These streets serve to carry high volumes of traffic into and out of the center of town, and therefore, they should have rights-of-way which will permit at least four moving lanes of traffic.

Land Use Plan

The Land Use Plan Map indicates the general relationships between each category of land use. Shown below is a summary of the additional acres likely to be needed by each of the major types of land use.

1/ Thoroughfare Plan, Wilson, North Carolina, by W. F. Babcock.

SUMMARY OF FUTURE SPACE REQUIREMENTS FOR - 1980

	Existing Acreage	Additional Acreage Required	1980 Acreage
Residential	2,106.0	1,393.0	3,499.0
Commercial	244.8	97.9	342.7
C.B.D.	27.8	11.1	38.9
Outside CBD	217.0	86.8	303.8
Wholesale & Industrial	280.8	396.0	676.8
Recreation	93.4	368.0	461.4
Schools	59.0	262.0	321.0
Total	2,784.0	2,516.9	5,300.9

The highlights of this preliminary plan abstracted from the map are outlined below:

1. Industry and Wholesale: The indescriminate mixing of industrial and wholesale activities with residences is eliminated. The "best" sites for industry are reserved for future expansion. It is proposed that heavy industry be located on the periphery of the city on sites adequately served by highways, railroads, and city utilities.

2. Commercial: The Plan proposes that the central business district continue as the dominant focus of the region. A series of neighborhood shopping centers to serve adjacent residential areas with the daily needs of the family are proposed. Strip commercial development is eliminated through the use of zoning.

3. Schools and Recreation: The proposed new school sites are indicated on the Plan and the need for neighborhood recreational areas is outlined. Seven new schools are

proposed and a need for over 300 additional acres of recreation land is indicated.

4. Residential: Residential areas are provided with needed community facilities such as parks, playgrounds and schools. This implies more than haphazard development of these facilities after residential growth has occurred. It means intelligently planned improvements designed to harmonize and complement the living areas. Major streets bypass residential neighborhoods and collect and distribute traffic from these areas.

5. The over-all relationship between the functional areas of the community is redefined and provisions to implement the establishment of this relationship are outlined later. Due consideration is given to each major use area and factors necesary to achieve the proper relationship between all uses are outlined.

TOOLS FOR GUIDING GROWTH

The proper use of legal and technical planning tools will do much toward achieving the objectives of the Land Use Plan. The efforts of private interests are equally essential. Without general public approval of goals and methods of achieving these goals, there can be no hope of accomplishing the basic environmental characteristics desired in city living. Once the aspirations and hopes of the community are determined, there are numerous devices which have to be used, if the Land Use Plan is to be a reality. The many individual decisions to build which are made daily by property owners, business men and developers are the first real steps to this end. Once these decisions are made, local governmental regulations and improvement programs come into play. The more important regulatory devices and municipal improvement programs are discussed below.

Subdivision Regulations

When a parcel of raw land is subdivided into streets, lots, and open spaces, the actual building of the community is taking place. The intent of subdivision regulations is to insure that this building process results in a newly created portion of the community which will be an asset rather than a liability.

It is the responsibility of the Planning Board to insure that each subdivision plat which comes before it for review has a substantial relationship to the Land Use Plan of the community. In effect it is the Planning Board's duty to coordinate every subdivision plan into the over-all plans of every municipal department responsible for individual segments of the community's environment.

Zoning

Zoning probably receives more attention than any other planning tool. Zoning is, essentially, a regulatory device. In its simplest terms it regulates the uses of land, the density or intensity of use and the spacing or placement of buildings upon the land. One of its purposes is to help arrange the land use pattern as set forth in the Land Development Plan. It ensures that each type of land use will be protected against harmful influences which would result from an improper mixing of uses.

It should be understood that zoning is not a substitute for planning but simply one of the tools which may be used to implement plans. As a legislative tool, zoning must be established by democratic process. It must be approved by the public and the objective which it attempts to achieve must be community-wide objectives.

Urban Renewal

Urban renewal in its broadest sense is the total of all public and private actions which must be taken to provide for the continuous, sound maintenance and development of the community. The Federal program of urban renewal is the most significant land use development program of this generation. It offers for the first time the means of replacing marginal property with productive property through the utilization of private capital. It is a planning tool which provides for the first time ways of revitalizing slum areas through the rebuilding or repair of substandard structures, replatting of inadequate lots, redesign of poor street patterns, provisions of needed community facilities, and other actions necessary to improve the city.

Wilson, like many other urban places, has a vast expanse of Negro slums. These slums reflect upon the character of the city just as does the West End section. Through the use of urban renewal these areas can be returned to productivity and adequate housing provided for that segment of the population. Through proper coordination of public and private housing interests the requirements that persons displaced by urban renewal action be rehoused can be met. In addition, this housing need not be located in the renewal area, therefore, the reuse of project land may be for other than residential purposes.

Federal funds for urban renewal are available to cities which have completed or are working toward completion of a "Workable Program". This "Program" insures that steps are being taken to prevent the further development of slums. Federal grants are available to cover up to two-thirds of the net project cost of an urban renewal program. The net project cost represents the difference between the cost of acquiring, clearing, and preparing the land for reuse and the proceeds received from the resale of the land to private developers. The city's one-third share need not be in cash alone. The cost of providing facilities such as streets, sewers, and schools can be counted as part of the city's one-third share.

It is recommended that Wilson take the necessary action toward developing an urban renewal program. Such a program offers the only solution toward raising the quality of development in several areas of the city.

Public Improvements Program

Each of the component parts of Wilson's comprehensive plan will indicate a need for the expansion of community facilities. For example, over 300 acres of additional recreation land by 1980 is one of the community needs indicated by the Land Use Plan. The purpose of the public improvements program is to pull all of these needs together into one document, so that the total needs of the community may be viewed.

The actual public improvements program is a priority list of improvements which are or will be needed to carry out the objectives of the comprehensive plan. This list is not a budget but it provides information basic to the preparation of the short and long term municipal budgets.

After the needed public improvements have been itemized with priorities assigned to each, the capital improvements budget may be prepared. The usual capital budget is made up of three parts with the first part composed of a detailed program of projects to be undertaken during the coming year. The second part consists of a less detailed list of projects on a priority basis which are to be undertaken during the coming five years. The third part of the capital budget consists of a listing of projects without priority, to be undertaken at some time after the six year period. At the end of each year the budget is reviewed, and if necessary, projects are rearranged as to their priority.

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